

THE **QUILL**

August, 1959

The Utica Story

Page 7

New Ideas For
Sunday Papers

Page 9

Public Service
Teamwork

Page 11



50 Cents

A MAGAZINE FOR JOURNALISTS

The million dollar buyers* of broadcast advertising
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AS THE BEST MEDIUM FOR A STATION'S ADVERTISING TO REACH THEM

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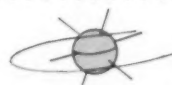
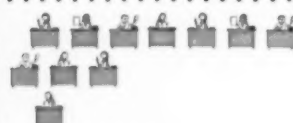
nearly 2-to-1
over
Publication "B"

better than
10-to-1 over
Publication "C"

by 39-to-1 over
Publication "D"

and 59-to-1 over
Publication "E"

whereas (alas)
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HOW DO WE KNOW? These are the findings of a brand-new readership study by American Research Bureau, Inc., conducted among the most important executives responsible for broadcast advertising decisions at the 50 biggest TV-radio agencies in America. If you want to know the *full* facts about their TV-radio business publication preferences, send for a copy of "What Do the Million Dollar Buyers Think?"—just off the press.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Elmer R. Messner, whose cartoon drawn especially for *THE QUILL* appears on the editorial



Elmer R. Messner

page, is the editorial cartoonist and outdoor editor of the Rochester, N. Y. *Times-Union*. A native of Rochester, he was graduated from the Art School of the Rochester Institute of Technology and from the Art Students League of New York City. He began his newspaper career as a sports cartoonist for the Rochester *Herald*, later was editorial cartoonist of the Rochester *Democrat and Chronicle* and since 1934 has been the editorial cartoonist for the *Times-Herald*. He is a past president of the Rochester Art Club and the Rochester Advertising Club, and has served as vice president of the National Cartoonists Society. He is now second vice president of the American Association of Editorial Cartoonists. In 1951 he received a special citation from the Freedoms Foundation and won its George Washington Honor Medal in 1952-53-54-55 and 57. In 1953 he made a USO tour of Japan and Korea.

THE QUILL for August, 1959

NATIONAL OBJECTIVE: "TO ANOTHER FIFTY YEARS OF TALENT, ENERGY, TRUTH"

THE QUILL

A Magazine for Journalists—Founded 1912

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AUGUST, 1959—Vol. XLVII, No. 8

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Cover Photo: Sam Mase, veteran roving reporter for the Tampa, Florida, Tribune, looks over some of the migrant farm workers housing which he described in the series of articles which won the Tribune the Sigma Delta Chi award for public service.

LOOK FOR IT NEXT MONTH

SCIENCE AND A FREE PRESS
By Odom Fanning

THE CHINA POST
By H. R. Long

POLICE REPORTING IN BERMUDA
By Nigel S. Hey

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MAY 1, 1959 ISSUE

Trading Stamps:

Do they benefit media?

for
your
information

The Sperry and Hutchinson Company



Results of a 3-year study of supermarkets will ease fears of media men who are wary of reduced linage

This week, as in any average week, an estimated one-billion trading stamps will pass between salesman and customer. In supermarkets, gas stations—in about 18 per cent of all retail operations—customers will want first their change, then their stamps, be they green, blue, yellow or any other of the rainbow hues. Fully \$300,000,000 worth of merchandise is paid out each year in premiums to those who save and redeem the stamps.

Trading stamps have become a basic element in retailing, a major factor in marketing. They have also been the source of a nagging unrest for some officials of local advertising media. "Merchandising by stamp," some believe, must mean a decrease in advertising revenue to them.

A university professor, however, declares that local media have nothing to fear. H. L. Grathwohl, assistant professor of marketing at the University

of Washington in Seattle, says a three year study of supermarket advertising in Indianapolis, Ind., shows conclusively that "trading stamps do not have an adverse influence on the volume of local advertising."

To the contrary, Grathwohl declares "Supermarkets using stamps increase their newspaper advertising at a rate faster than most non-stamp supermarkets."

Supermarkets are "especially significant" indicators of the effect of trading stamps on local media, the professor believes. Retail food advertising accounts for about ten to 15 per cent of a daily newspaper's retail display linage—ranking second only to department stores—and supermarkets buy 97 per cent of the retail food space.

What influence have stamps had on supermarket advertising in Indianapolis?

Grathwohl says that in 1954, the

year before the adoption of trading stamps, the supermarkets that later took stamps purchased 1,946,319 lines of newspaper space. This accounted for 50 per cent of all retail food advertising that year. The supermarkets that did not pick up stamp plans purchased 1,812,820 lines, or 47 per cent of total retail food advertising in 1954. The difference was hardly significant.

Stamp-users step up linage

Yet, after June 1955, when stamp plans came to Indianapolis, that slight difference became a great one. Says Grathwohl: "Newspaper linage purchased by the group of major food retailers giving stamps increased by nearly half a million lines (about 25 per cent), while the non-stamp supermarkets decreased their newspaper linage by approximately 50,000 lines."

The University of Washington expert adds: "It is important to note that this increase in advertising came without the benefit of an advertising war between stamp users and non-users such as has occurred in many cities."

By the end of 1956, 18 months after the stamps had made their debut, total retail display linage in all categories had risen about five per cent in Indianapolis over the 1954 level, but retail food advertising surpassed the average with a 12 per cent gain.

Stamp-giving supermarkets accounted for most of the gain, Grathwohl's study shows. Their share of retail grocery linage, 50 per cent in 1954, climbed to 56 per cent in 1956. The share purchased by non-stamp supermarkets jumped from 47 to 41 per cent, certainly a convincing statistic to allay the fears of local media.

According to the professor, "about 10 per cent of the half-million-line increase by Indianapolis stamp-giving supermarkets in 1955 and 1956 was directly the result of trading stamps." Supermarkets, he says, devoted approximately 300,000 lines entirely to the promotion of stamps between June 1955, and December 1956. During the first three weeks alone, nearly 90,000 lines "went to bally-hoo stamps..."

"This represented almost 40 per cent of the newspaper advertising bought by stamp-giving 'supers' during the three-week period. But within a few months stamps commanded an average of only five to ten per cent of newspaper space purchased by stamp stores, and fell back to that level."

As might be expected, the stamp companies themselves added to local media revenues, with newspapers benefiting most from the campaigns.

"In Indianapolis, the two leading

stamp companies, S & H and Top Value, purchased a total of 49,000 lines of retail display and 109,000 lines of general display space between June 1955, and December 1956. A substantial portion of the general display linage consisted of full-page ROP-color ads."

The stamp companies, says Grathwohl, also purchased "a limited number of radio spot announcements and participations, and an occasional half-hour weekly television program," but these campaigns tended to be short-lived.

Price advertising bounces back

The marketing professor acknowledges that space normally given by supermarkets to price-advertising had to be reduced during the introductory period, "but it soon rebounded and surpassed by a substantial margin the space devoted to prices before the adoption of stamps. Analysis of the number of price specials reflected the same trend, with a net increase by stamp-giving 'supers' occurring shortly after the introductory period for the stamps wore off."

Hand in hand with the new stamp advertising, says Grathwohl, was a "loosening" of advertising layout, characterized by more white space and larger and heavier printing. This also worked for local media's gain.

"With looser ads, some method had to be found that would offset the necessary reduction in the number of price specials in each ad. The size of most ads could not be increased significantly since the majority of stamp users in the supermarket field were already buying full-page or double-page ads. The answer to the problem was found by increasing the frequency of advertising, which helped account for the greater linage purchased by stamp stores and at the same time permitted the use of more price specials," according to Grathwohl.

"Thursday continued to be the heaviest food advertising day in Indianapolis newspapers, but after the introduction of stamps the group of supermarkets giving stamps began to insert ads during the earlier part of the week, and by 1956 it was common procedure to sprinkle ads throughout the week, including Sundays. A few of the non-stamp 'supers' also adopted this practice, but no definite pattern was established within this group."

Grathwohl acknowledges that it is "difficult" to attribute the change in frequency and layout directly to the introduction of stamps, as if one were the cause of the others. Other "competitive pressures in the supermarket

industry" were building up at the same time, he admits. "But, if nothing else, stamps seemed to put tang in the competitive atmosphere as far as supermarket advertising in daily newspapers was concerned."

Trading stamp advertising, however, was not limited to newspapers. The introduction also worked some changes in supermarket radio and television advertising "which is usually considered by supermarket operators to be supplemental to newspapers." Grathwohl reports that some stamp users "purchased more or longer spots to compensate for time given to stamps and to avoid losing cooperative advertising money from manufacturers."

Stamps, after the introductory period, generally receive "no more than a bare mention" in the usual ten to 20 second spot announcements, the marketing specialist declares. There is, however, one exception: "During the month or two before Christmas when stamps receive extra promotion."

Grathwohl limited his intensive study to supermarket operations but he says there is sufficient evidence that trading stamps have had little effect on local advertising by small retail outlets. Any decrease in advertising by some small merchants offering stamps, he says, is virtually offset by increased advertising from their competitors.

About department stores, he admits, "not a great deal is known. While some increases in advertising might be expected, it is probably only moderate in most cases." Department stores need take only a few large ads to introduce stamp plans and then slightly alter their regular inserts to include a brief stamp mention. But should a competitive war develop between stamp and non-stamp stores "there is no telling what might happen."

In general, he believes, the study has shown that there are three basic elements in stamp merchandising that work to benefit local advertising:

- ▶ "It is necessary to keep stamps constantly in the minds of consumers."
- ▶ "It is important to impress upon consumers that the stamp plan is the best available."
- ▶ "Since stamps can be very effective in luring customers from one store to another, competitive retaliation can, and often does, take the form of increased and more vigorous advertising by non-stamp stores."

Grathwohl concludes:

"Whatever the effects of trading stamps on other aspects of the economy, it seems that local advertising has not suffered from the use of trading stamps, except perhaps in isolated situations."

EDITORIALS

Watchdog for the People

AMERICAN journalism has a long tradition of service in the public interest. It is a heritage that antedates our history as a nation, for one of the most significant contributions of the editors of America was made in colonial days. Arthur M. Schlesinger in "Prelude to Independence" offers impressive documentation of the thesis that it was the colonial press which carried the crusade against English oppression to the people and paved the way for the Declaration of Independence and for a new concept of freedom.

The nearly two centuries that have elapsed since then have enriched this tradition of public service. To be sure, there have been times when the press has tilted at windmills. There have been editors and newspapers whose raucous self-righteousness offset their contributions to the common good. But against these exceptions there is a solid record of continuing devotion to the public service down through the years. In the pre-Civil War period there were militant social reformers: men like William Cullen Bryant, Horace Greeley and Henry J. Raymond. Later their mantle fell on the shoulders of men like Lincoln Steffens and Jacob Riis, who made "muckraking" a part of the language.

● Public service may take many forms. It may focus a spotlight on conditions that cry out for reform, as did the Tampa, Florida, *Tribune* in the campaigns described in this issue by Sam Mase to provide better living conditions for migrant farm workers and to eliminate inhumane treatment in penal institutions.

A different type of service is recounted by Joseph N. Freudenberger in telling the story of how the Utica, New York, newspapers exposed an unholy alliance between crime and politics in that city and pointed out the way to eliminate it.

An inspiring example of how alert teamwork by all of the media of mass communications in this country joined forces to warn the public of the danger of plastic bags to children is reported by Milton Colin. So effective was the concentrated barrage of publicity that the threat was soon eliminated and precautionary measures adopted for the future.

● Less spectacular, but just as effective, is the kind of public service which never makes the headlines. It is performed by the reporters and editors who keep such a watchful eye on the functioning of the local government, the efficiency of the police department and the services of the school board that there is no need to expose maleficence or to point an accusing editorial finger at the misuse of public funds.

This function of public watchdog is not the prerogative of the metropolitan press alone. There are thousands of examples of weekly newspaper editors who are as militant and effective in their communities as are the great city newspapers. There is growing evidence of the participation of radio and television news in this field.

No democracy has ever devised a check on government which can approach the efficiency with which the press fulfills this important responsibility. We may not have as many noisy, scolding newspapers as we once did, but today's crusading reporters and editors are as zealous in carrying out their responsibilities for the public interest as were any of their predecessors.



Drawn for THE QUILL by Elmer R. Messner, Rochester, N. Y., Times-Union

"G'wan Home!"

Two Leaders

JOURNALISM—and Sigma Delta Chi—have lost two leaders to whom they owe a great deal. Both made significant contributions to the profession they served so long and so faithfully. Both were outstanding in their devotion to Sigma Delta Chi.

James Wright Brown, who died May 30 at the age of 86, served as national honorary president of Sigma Delta Chi in 1923-1924. His interest in the fraternity and its ideals continued throughout his life. In *THE QUILL*'s early years his consistent advertising support helped keep the magazine alive. His was a long and a distinguished career, extending over half a century. For forty years he was the active head of *Editor & Publisher* and he made it a respected and influential voice in journalism.

Ward A. Neff, president of *Corn Belt Publishers, Inc.*, died suddenly on July 11 at the age of 68. He was one of the early presidents of Sigma Delta Chi, being elected to that office in 1922. He caught the vision of what Sigma Delta Chi could become and he devoted his year in office to implementing the fraternity's objectives. It was during his administration, too, that real impetus was given to the fraternity's professional chapters. His interest in the fraternity continued through the years and at the time of his death he was serving as a trustee of the Quill Endowment Fund. Last May he was one of those honored by the University of Missouri School of Journalism by being selected for its national Journalism Hall of Fame.

Of both men we can say in gratitude that they have set us a lantern by which men may "light their lives and scan the script of their faith."

CHARLES C. CLAYTON

The Press Against Crime In Utica



Obviously proud of a Pulitzer gold medal by their newspapers for "meritorious public service" are, left to right: Mason C. Taylor, executive editor of both the *Observer-Dispatch* and the *Daily Press* in Utica, New York; Neal A. Bintz, *Press* managing editor; Gilbert P. Smith, *Observer-Dispatch* managing editor; and William J. Woods, editor of the *Observer-Dispatch*.

By JOSEPH N. FREUDENBERGER

WINNING a Pulitzer Prize—how does a newspaper go about it? In the case of the meritorious public service award winners of 1959, the answer appears to be stick-to-itiveness, combined with determination; a realistic approach to law-enforcement, and a refusal to be intimidated.

The 1959 winners are the Utica, New York, *Observer-Dispatch* and the Utica *Daily Press*, members of the Gannett Group of Newspapers. They were cited for "their successful campaign against corruption, gambling and vice in their home city and the achievement of sweeping civic reforms in the face of political pressure and threats of violence."

They've fought crime and corruption year after year for almost two generations. They've hounded district attorney after district attorney. In editorials and in news columns they've appealed to both the conscience and the pocketbook of their community to crack down on vice.

● Thirty years ago the *Observer-Dispatch* for two weeks published a daily two-column box listing addresses, prices and services of unsavory resorts. The resulting prosecutions led to fines and jail terms. But flagrant vice—particular-

ly prostitution and gambling—returned again and again. In 1956 and 1957 more than eighty editorials pounded away at lax law enforcement, suspected collusion among leaders of both major political parties, and a suspected conspiracy to defraud taxpayers. And, since winning their Pulitzer Prize the two dailies have continued to flail away at the local underworld.

● "There is much remaining to be done at Utica," wrote President Paul Miller of Gannett Company, Inc. "The Utica newspapers acknowledged that even in accepting the Pulitzer award. . . . A good newspaper never gives up."

Utica newspapermen regard their anti-crime campaign as more than local. Historically, they've classified many of their efforts as "pre-Appalachian" or "post-Appalachian," with Appalachian referring to the southcentral New York State village near which state police on Nov. 14, 1957 broke up a gangland meeting at the home of one Joseph Barbara. Among the Appalachian "delegates" from many corners of the United States were three men from Utica.

Recognition of the Appalachian meeting as a historic marker on the calendar of crime already had come

from Gannett Executive Editor Vincent S. Jones, who had served as executive editor of the two Utica newspapers before moving to Rochester as the number one editor of the entire Gannett organization. Early last year, Executive Editor Jones announced the appointment of an executive editor of the two Utica newspapers—Mason C. Taylor, who had been editor of the morning *Press* after a brilliant record as court house reporter and city hall reporter for the *Observer-Dispatch* and the *Daily Press*. Said Jones in a note to Gannett editors on Feb. 13, 1958:

● "Appointment of Mason Taylor as executive editor of the *Observer-Dispatch* and *Press* will enable the newspapers to consolidate their resources to lead the fight against crime and police laxity which has been spotlighted by disclosures of the current investigation growing out of the Appalachian episode. . . . There is every possibility that the investigation will reach into other upstate cities and it behooves every newspaper to be ready with the facts when otherwise obscure and unnewsworthy characters turn out to have connections with the big-time underworld. Remember how quickly the

(Turn to page 20)

ESSO RESEARCH works wonders with oil

Nice weather for Butyl tires, too!



Tires of Butyl stop faster on wet roads than others do on dry. This new, proved miracle rubber—developed by Esso Research—outperforms in other ways, too. Butyl tires are squeal-free even on the sharpest turn. They age better—won't crack. They absorb thumps and bumps, cushioning the road and adding greater comfort to your ride.

*Once again, **ESSO RESEARCH** works wonders with oil.*

OUR FIRST CENTURY
BORN IN FREEDOM
WORKING FOR PROGRESS





KARL F. ZEISLER

Putting New Punch In the Sunday Paper

By KARL F. ZEISLER

NOBODY asked me, but I'd like to try my hand at redesigning the Sunday paper—any Sunday paper.

If television has elected to descend into the egghead ghetto on Sunday afternoon, and radio has given up the creative and imaginative ghost for the bread-and-butter formula of sports-news-music, why shouldn't the Sunday newspaper fill the in-between vacuum? It's the one day of the week when newspapers don't have competition from magazines. Yet it might be interesting to find out how many families take a Sunday paper just to satisfy the kids' yen for comics in color.

If anybody asked me, first of all I'd take a long, hard look at the Sunday reader. He or she might be a bored teenager waiting for the phone to ring, a housewife with 3.7 children and an ear cocked for the roast in the pre-set oven, a husband back from church with a guilt complex about the unmowed lawn, a retired couple keeping their fingers crossed over inflation. What could go into the Sunday edition that would hit *them* between the eyes?

Well, I suggest novelty, for one thing—a Sunday paper so different, and yet so interesting, that they wouldn't let it windrow on the patio while watching the hamburgers char or fiddling with the electronic knobs. Not necessarily out-of-this-world novelty, either; a change of pace, a fresh diet, something decidedly different from weekday editions. Maybe tabloid size if they're used to eight columns or color if they're accustomed to black and white. Certainly a difference in content and emphasis.

● Nor would sheer novelty be hard to come by. From Baltimore to Seattle Sunday editors for some time have been experimenting, innovating, developing and maturing ideas. The Los Angeles Times, for example, has a Living section which leaves most Sunday real estate pages as pale as an oyster;

the St. Louis Post-Dispatch has taken a healthy hitch in the old roto section; the Milwaukee Journal has a men's section that outdoes Esquire. The Toledo Blade, the Louisville Courier-Journal and the Denver Post, among others, have developed regional magazines with imagination and impact.

I wouldn't want to tackle my redesign chore until I'd combed every Sunday edition, coast to coast and overseas for the best in these impelling, sparkling, locally developed features. Next, after putting my Sunday reader under the microscope and picking the brains of all the 500-odd Sunday editors, I'd do some space analyses and bone up on the Audit Bureau of Circulations report for "my" paper. The space study might indicate where judicious pruning could open up holes for innovations, and the ABC would tell me where my Sunday readers live—city, suburban, country, village, etc.

● Laying slide rule, scrapbook and microscope aside, I think I would then make a rough sketch, or first dummy, of a redesigned paper for the seventh day.

I'd start with the news section. Notoriously, nothing newswise happens between the deadline for the Saturday final and the Monday bulldog except highway homicide and political speeches. Of course the wire services don't serve up blanks; they fill what would otherwise be dead time on the teletypes with color, feature, roundup and made stories. Much of this is tripe, equalled in ennui only by the think pieces knocked out Thursdays by the Capitol correspondents, political reporters and beat men. Who'd miss them?

I'd strive for a page one summary of hot overnight news. For novelty, I might go back to the old pink sports-market final of the Denver Post in the days of Bonfils and Tammen. You never saw it, for it never got outside downtown Denver. It had no body type

smaller than 12 pt. bf., all stories set two columns or more, and wider than they were deep, one-line, punchy, label-type or narrative hook heads. I defy you to read past the two lead paragraphs of any Sunday wire story—the rest is pick-up. On a fresh local story, of course you'd go to town. And with Wirephoto you'd splash really new art all over the page. Jumps? For the kangaroos.

● With the space I'd save I'd do what the New York Times and Herald-Tribune, the Detroit News and innumerable other Sundays have long been doing, only differently. Rehash the significant news of the week, for sure, but not in drab 11-em columns of 7½ pt. What put Luce in the upper income brackets?

Time rehashes the week's news, but does it entertainingly, with human interest, personalities and cuts. Maybe I'd want a doubletruck, pages two and three (the department stores could come later) with special measure, horizontal makeup, ten point text, line drawings, thumbnails, boxes, color, a few bylines, and some humor and spice. Give the Sunday customer an invitation to find out what *did* happen when he missed Thursday and where it fit into Monday and Friday and what to look for Tuesday.

I often ask my students to name the

BEHIND THE BYLINE

From a broad background in newspapering and with the experience of a dozen years in journalism education at the University of Michigan, **Karl F. Zeisler** now offers some imaginative and bold suggestions for revitalizing the Sunday newspaper. Zeisler is a graduate of the university where he now is an Associate Professor. As a student he was editor of the campus paper, *Michigan Chimes*, and a Phi Beta Kappa. His articles have appeared in many journals and magazines.

biggest news story of the 20th century. And get the usual answers. Which I shrug off. War, atoms, space don't target on the Sunday reader's solar plexus. The Census Bureau has the scoop of the age in yesterday's, today's and tomorrow's projected birthrate. I can remember when experts openly predicted the U. S. population would level off at 160,000,000 around 1960.

What's fertility done to your circulation territory? It's not just suburbia, charcoal cookery and togetherness. For nearly two decades before the end of World War II America and its communities stagnated. The frontier and growth—the two biggest ingredients in the country's first century and a half—just about evaporated. Now they're both back, in seven league boots, in your circulation territory. Only for frontier we now have change.

● My idea is trend stories reflecting the new frontiers of growth and change, filling the space salvaged from raw news and think pieces, from or about every crossroads, metropolitan neighborhood and subdivision, written by the local correspondents, the suburban or regional staff or the edit writers or local experts. People still live literally in villages and want to know what's going on immediately around them.

Margaret Mead, the anthropologist, once said no generation ever grew up anywhere subject to as much change as today's youngsters in America. Change—Growth. They do things, to communities, children, sewerage systems, churches, luncheon clubs, politicians, department stores, industries, newspapers. They have all the elements of high drama; they hook up the past with the present and foreshadow the future.

An alert staff, assigned these two words—change and growth—could dredge up an eight-page section weekly in any given circulation territory. I think advertisers would go for it, too.

Of course it takes imagination, and initiative, to research and write local, significant trend stories. All it takes is enterprise to fill the next section of my Sunday paper.

What's really new and exciting to Sunday readers in science, education, medicine, government, music, art, letters, industry, entertainment, consumer goods, labor, marketing, transportation? Somebody, or a whole flock of somebodies, in your territory knows. A science teacher just back from a national convention, an industrial research man who's been abroad, a public administrator fresh from a refresher course, a doctor ditto, a department store shopper still starry-eyed from New York or a store or industry executive who's taken a management course—you name it, you got it.

Worth Quoting

Thomas Macaulay: "There are Three Estates in Parliament, but the gallery in which the reporters sit has become a fourth estate of the realm."

Find it, get it to write (preferably—and it's surprising how many of these action people *can* write, with a bit of editing) or interview it for your What's New section.

This is an age not only of change and growth but of ferment. Ideas pop up all over. Report them as people in your area come home fired with them. In our rush to cover the globe, as Glidden Paint used to claim, we overlook ideas—and the magazines come along and scoop us. We can scoop them Sundays.

This goes for women, too. Why use a wire story about a new discovery in nutrition when the home demonstration agent out in Hickory Corners was at the conference where Dr. Calorie announced it and transmitted the excitement to her? Same with fashions, fabrics, food, child training, home management. A women's section can be crammed with news. Did Hula Hoops make the grade in your Sunday sports or family section or did your readers find out about them on TV or in *Time*?

● I guess I would use the general formula stated above—Change, Growth, Ferment, coupled with local industrial research—to pack trend stories into all departments and sections. I wouldn't overlook the staid old book review as a source of trend stories. Someone in your community reads all the new books—fiction and non-fiction—without waiting for the book clubs. You can't hope to hornswoggle publishers out of free review copies of all the good new books—I've reviewed too many dogs since 1925—but you can get the people who do buy and read them to write newsworthy reviews, remembering any reader is a potential (and for free) reviewer while books are still news.

● In any community, from Podunk to Metropolis, there is a myriad of institutions—and I don't mean just for psychos. The home, religion, culture, transportation, trade, entertainment, communication, industry are the familiar ones. Each community has institutions and customs peculiar to it. Match all these with a space analysis of any Sunday paper's news hole and the hiatuses or hiati are all too evident. Why should a spaceful Sunday neglect *any* institution, especially the ones not equipped with mimeographs?

Last spring I visited, in company with a bunch of Outdoor Writers (I went along as an indoor writer) a town of 25,000 people blasted in two years out of Ontario's Laurentian rock shield. It mined fixed-price uranium oxide for Oak Ridge. It still had no local taxes; Ontario's mining tax bought schools, sewerage, water, police and fire protection. Banks moved out of trailers into luxurious marble buildings built around a parking plaza. So eager were we to explore the place we got a Greyhound bus hung up on a rock ridge on an unexcavated street. None of us could recall a newspaper story about Elliott Lake, Ont. Your readers rather read about it, or canned stories about ghost towns?

● I would do something to Sunday sports. First of all I'd canvass my circulation territory to see how sports participation and attendance shape up. Bowling? Archery? Shuffleboard? Lawn bowls? Surfcasting? Anybody for horseshoes? Sunday sports, as I read them, are a mixture of wire coverages of major pro leagues, statistics, a page or a column kissed off to "outdoors" and hand-outs.

I heard a topnotch sports editor comment recently that when he talks to Babe Ruth leagues or father-son banquets nobody wants to hear about his community's promising high school athletes and team prospects. "All they want is keyhole stuff about the pros they see on TV," he lamented. Maybe some trends need changing.

Why the pro sport handout anyway? Why not analyze the performance of the local scholastic and pro teams for the past week and say, flat out, the coach or manager goofed, the star had a hangover, the pitchers loafed or the obscure guard threw a key block to save the game? We do that in dramatic criticism, we pour it on the competing (advertising) medium, television, we roast the visiting pro musicians, but somehow the athlete is sacrosanct. Would the Sunday reader go for a clear, sharp, knowing appraisal of the Giraffes or the Mugwumps or the Olympians? Would you?

● I'd like to mount the rostrum here and put in a plug for my favorite neglected newspaper topic—local history. Every city editor has gnashed his teeth when the neophyte emerged from the morgue triumphantly waving a two-column story dripping nostalgia over the time Bryan spoke on the courthouse square. Every picture editor has winced at a sepia stereoscope print of Main Street during the 1887 Fourth of July parade. Yet in a day when tomorrow's sun is observed behind atomic clouds,

(Turn to page 21)



MILTON GOLIN

News Media Team Up In Public Safety Drive

By MILTON GOLIN

ON his NBC "Today" show last May 20, even the camera crews were a bit concerned when Dave Garroway's shout came out in muffled tones from the plastic bag encircling his head: "For gosh sakes, get this thing off—quick!"

His point made graphically, the still-out-of-breath Garroway went on to explain the death-dealing hazards of plastic bags when used as playthings by small children. The demonstration was dramatic, but it was just one of many.

On another television show the next day, "Captain Kangaroo" stepped out of his entertaining chatter for youngsters to caution them against playing with plastic garment bags. Another network personality, Doug Edwards on CBS News, devoted a portion of his show to the peril. *Life Magazine* photographed New York Health Commissioner Leona Baumgartner in a ghastly pose of imminent suffocation within a plastic bag clutching her breathing passages. Newspapers all across the land hit the story hard, usually with reinforcing local angles of an infant death. Radio newscasts did the same, quoting an area physician or county health officer. Business and news magazines reported their own roundups, as did the *Reader's Digest*.

● It was the broadest display of public service teamwork involving the medical profession, safety councils and communications media since the abandoned ice box danger first erupted five years ago. And probably more effective, as the campaign of alert still is gathering steam.

How was the campaign organized? Who is leading it? Why is it being pursued? The answers are as remarkable as the story itself, because the refreshing fact of the matter is that there is no central campaign in the sense of organization, there is no unified direction, and there is no single pressure

group pushing this type of event as it enfolds day by day.

Let's start from the beginning. Last December a relatively obscure surgeon in Phoenix, Arizona, Dr. Paul Jarrett, began putting two and two together from informal conversations with some of his colleagues. They were telling him about four of their patients, all small children, who had died of suffocation in recent weeks while playing. What were they playing with? Plastic garment bags which had been tossed to them as "toys" by their parents. Dr. Jarrett did some more medical sleuthing and arrived at this conclusion:

● "An electrostatic charge may have been generated by friction from handling. The youngster, in peering through this material, is apt to have it literally grab him through electrical attraction to his face. If this happens only prompt intervention by an adult will prevent tragedy. This dangerous material won't tear when a child fights

it. Dizziness, inability to think, spasms of muscles occur with more and more rapid breathing. Vomiting with inhalation of undigested food puts a finish to this terrible tragedy. Such a horrible combination as a child playing with a venomous reptile would not result in death as quickly as suffocation by the plastic film which clings."

● Now came the time to spread the word. Colleagues in the Maricopa County Medical Society helped draft a warning bulletin, and the *Arizona Republic*, whose editorial staff immediately recognized a public service duty inherent in the news itself, was first in the nation to sound the alarm. Meanwhile, at the American Medical Association headquarters in Chicago, the Committee on Toxicology was relaying Dr. Jarrett's findings to Metropolitan health departments, poison control centers and other interested groups

(Turn to page 17)



Cartoonists helped in the safety crusade. At left is a cartoon drawn by Reg Manning for the McNaught Syndicate and at right is John Fischetti's cartoon drawn for NEA Service.



Staring with a hopeless expression, this migrant mother brought her two sick children to the county health clinic in Immokalee. She had to rely on the generosity of Florida citizens to feed her family.

THE Tampa *Tribune* had to fight politics to achieve success in its campaigns to eliminate use of "sweat boxes" in Florida's State Road Department prison camps, and to bring a semblance of human living conditions to thousands of migratory farm laborers.

Brutality in the prison camps and conditions of poverty and filth found in the migrant labor camps have been a disgrace to Florida—especially because Florida is a national playground where money is squandered on lavish living.

The prison camp evil involved use of windowless three-by-seven-foot cells void of all fixtures, including toilets and running water. The *Tribune's* investigation disclosed some convicts had been confined naked in these "sweat boxes" for weeks on end.

● Still more grim was the migrant picture. Hundreds of families were forced to live in tiny, filthy one-room shacks which had no running water, toilets or electricity. Actually, many of the shacks were considered unfit for animals—let alone human habitation.

First to map and carry out a campaign to aid Florida migrants and their children, the Tampa *Tribune* began its crusade in 1954. Concentrating on Immokalee, a fabulous farming region in South Florida where the worst labor camps were found, the Tampa newspaper never let up in its long fight to wipe from Florida the human misery that prevailed in many farm labor camps.

Crusades in Public's

By SAM MASE

Efforts of the *Tribune* began to bear fruit last year, when public opinion finally forced health officials to perform their duties and clean up migrant camps.

● The newspaper's fight to eliminate use of sweat boxes in prison camps was short and sweet, but not without stumbling blocks thrown up by state officials directly connected with road department prison camps.

Acting on a tip that three young men had been thrown into sweat boxes in a South Florida road camp and virtually forgotten, the *Tribune* dispatched a reporter to investigate. The camp warden said there was no truth to the report, but refused to allow inspection of the punishment cells or of records which should have shown the time respective inmates had been confined in them.

The next step in the investigation was to contact the man in charge of

all road prison camps. He, too, refused to open the records or permit inspection of sweat boxes in which prisoners were confined. Records were obtained later through other sources. Armed with this valuable information, the newspaper continued its investigation and soon was in a position to publish detailed accounts of abuses suffered by prisoners.

● Florida's Governor LeRoy Collins, then in the limelight as a potential candidate for the presidency or vice presidency of the United States, was attending a Federal-State Action Committee meeting in New Hampshire when the first in a series of sweat box stories was published.

The *Tribune's* reports, which described specific cases of cruel and inhuman punishment suffered by inmates of road camps, were carried nationwide by news services. Clamoring for more details, New York editors swamped Florida's capitol in Tallahassee with telephone calls.

When the second article was published the next day, the Governor took time out from his New Hampshire meeting to confer by long distance telephone with his road board chairman, Joe Grotegut. Outcome of the telephone conference was an order calling for abolishment of sweat boxes. Several months later they were destroyed—thus clearing a black page in Florida's history.

● It was a different story on the migrant camps. Political concern over the plight of migrants was virtually nonexistent when the *Tribune* began its crusade in 1954.

The first illustrated series on the sickening conditions in Immokalee's migrant camps shocked the more sensitive citizens of Florida. Until disclosed by the *Tribune*, these conditions were unknown to the average citizen. The State Health Department, however, knew about them but had done nothing.

BEHIND THE BYLINE

Sam Mase, who covered the stories which won the Tampa, Florida, *Tribune* a Sigma Delta Chi award, has been a roving reporter for that newspaper for the last ten years. Born in Colorado, he grew up in Masury, Ohio and got his first newspaper job on the Sharon, Pennsylvania, *Herald*. In World War II, he served five years in the Army Air Force. On his return to civilian life in 1946 he joined the staff of the Tampa, Florida, *Times* and later moved over to the *Tribune*.



Sam Mase

Interest

● Reacting to public opinion, politicians displayed the usual "alarm" over the situation, and promised to step in with corrective measures. But they forgot all about the migrants when public opinion against the hovels in which they lived had died down. Some people advanced the theory that politicians were disinterested because most of the thousands of migrants who harvest Winter crops in Florida are not Florida citizens, and therefore can not vote.

The *Tribune* did not forget the migrants. It continued a relentless campaign to wipe the migrant camp stigma from Florida, much to the distaste of bureaucrats responsible for cleaning up the conditions.

One of the *Tribune's* bitterest critics was Dr. Wilson T. Sowder, head of

This prisoner demonstrates the size of a Florida Road Department prison camp "sweat box," which has no toilet facilities, no running water and no windows. As a result of a Tampa *Tribune* crusade last year, Governor LeRoy Collins ordered all sweat boxes in Florida destroyed.



This is the type of housing the Tampa *Tribune* found in Immokalee, Florida, in 1954 when it began a crusade to eliminate such human misery. Man at left is a member of a legislative committee which inspected migrant housing areas after reading *Tribune* articles on the deplorable living conditions that existed in many Florida migrant camps.

the Florida State Health Department. In a report to the state cabinet, he said "pictures such as the ones in the Tampa *Tribune* can do us no good."

From 1954 through 1958, the *Tribune* continued highlighting the grave problems existing in migrant camps. A flurry of investigations followed. Legislative committees toured Immokalee and other migrant camp areas in South Florida, then held hearings on investigations of the sickening filth found during the inspection tours.

● Governor Collins named a thirteen-member committee to study the migrant problem in Florida, and it held a series of hearings around the state.

Until 1958, the net result of all the investigations was a lot of talk by the politicians, but no action. It took the big freeze late in 1957 and through the early part of 1958 to force state officials into action. This action did not come, however, until the *Tribune* lambasted them for ignoring the situation.

The freeze threw all migrants in the Immokalee area out of work, leaving them stranded. Not until crops to the North were ready to harvest could the penniless migrants move on.

Within a short time after the freeze hit, children and grownups alike began suffering from malnutrition and disease began to sweep through the community. Health department officials did send in extra help to immunize against epidemic diseases and to treat the sick, but still maintained they

lacked laws to force a clean-up of migrant camps. The *Tribune* replied by quoting existing laws which gave the health department all the power it needed to force a clean-up. These powers were the same as those used to force other citizens of Florida to comply with sanitation codes.

● Big problem at hand, however, was the need for food for the hungry migrants, especially small children and infants. Almost daily on-the-spot reports by the *Tribune* conveyed to its thousands of readers the picture of misery in Immokalee.

Public response to the *Tribune* stories was electrifying. Private citizens, church groups, civic groups and youth organizations throughout the *Tribune* circulation territory, which takes in the largest population area in Florida, began collecting food and clothing.

Central food and clothing depositories were established in all the cities in the *Tribune's* area. The tons of donations collected were hauled to Immokalee by private conveyances and by trucking firms which provided moving vans and drivers without charge.

Other newspapers began the crusade for aid to Immokalee with occasional reports of conditions there. Some of these reports were erroneous. For example, a Miami newspaper one day carried a front page headline which said babies were starving to death in the area around Belle Glade, a farming region on the South shores of Lake

Okeechobee. As had been pointed out previously by the *Tribune*, Belle Glade's migrant workers were in good shape regarding food problems and housing.

● Angered at the false report of starving babies in Belle Glade, Emmett S. Roberts, state representative from West Palm Beach County and chairman of the Governor's Committee on Migratory Labor, appealed to the *Tribune* to counteract the error of the other newspaper.

"Reports that farm workers' babies are starving to death in the Belle Glade area are untrue," Roberts told the *Tribune*. He complained that the reporter who had written the erroneous story had not bothered to visit Belle Glade to see if the report he received and printed was factual. Roberts was fearful that citizens would rush to Belle Glade to bring aid, and upon finding the conditions reported in the Miami newspaper did not exist would assume that all appeals for help to migrants were exaggerated.

While aid from the lower East Coast began bogging down as the emergency period became extended, people in the *Tribune's* circulation territory continued to give. In addition to food, *Tribune* readers sent thousands in cash to a migrant committee which had been formed in Immokalee to distribute the emergency rations.

● When the final count of donations was made, it was learned that almost all of the food and money received in Immokalee came from the *Tribune's* circulation territory. Tampa itself led all areas in contributions—outdoing Miami, which is much closer to Immokalee and many times larger than Tampa.

The Federal Government, through the State Welfare Department, donated only flour, rice, corn meal, cheese and dried milk to the hungry migrants. These items were hardly adequate for undernourished children and infants. Even the flour was of little value to adults without ingredients necessary to convert it into bread.

State officials, meanwhile, sat idly by while the good citizens of Florida continued to pour out their hearts and pocketbooks to supplement the meager rations migrants were receiving from surplus government food stocks.

While the *Tribune* was speeding up its campaign for migrant aid by devoting full Sunday pages to tell the story, as well as daily reports, Governor Collins said from his desk in Tallahassee that he was not certain whether conditions in Immokalee were as pictured because he had received conflicting reports. The *Tribune* inquired whether the Governor had made a personal inspection of conditions in Immokalee and found out he had not.

With increased public clamor for state action to help the migrants, the Governor dispatched Adjutant General Mark Lance, head of the Florida National Guard, and Dr. Sowder to the scene. This move was made a month after the crisis developed. Although their trip was a "quickie," the two state officials advised the Governor that aid was needed.

● Making his report to the cabinet, Dr. Sowder criticized the *Tribune* for telling the Immokalee story. He then recommended state aid to the migrants with this remark: "It might be worth a modest amount of state money to keep from giving the rest of the country the impression this is typical of Florida."

Several weeks after the National Guard officer and health department official visited Immokalee, the Governor made his first personal inspection of Immokalee and came away describing conditions there as "disgraceful." He added, "there is no place in Florida for a picture such as this." The "picture" he spoke of was the same picture the *Tribune* had been describing in words and pictures since 1954.

In the meantime, the state cabinet provided \$15,000 to buy supplementary food and medicine for migrants in Immokalee, and \$30,000 to hire jobless laborers for a sanitation clean-up there.

The hunger problem in Immokalee was licked in the Spring, when migrants moved on to Northern areas where crops were coming in, but the *Tribune* stayed on the job—harassing public officials into applying sanitation codes of the state to Immokalee and thereby eliminating the eye-sore.

Pleased with what the *Tribune* had done, Representative Roberts, one of the few politicians who championed the cause of the migrants, wrote the following letter to the editor last January and asked that it be published:

● "I want to take this opportunity to express my sincere appreciation to you for the excellent article in the *Tribune* December 14, by *Tribune* Staff Writer Sam Mase on the migrant labor housing problem in Florida. (The article to which Roberts referred was a full-page illustrated feature story which showed the public the many improvements which had come to Immokalee after the State of Florida finally took an official interest.)

"I also wish to congratulate the *Tribune* for its interest in the problem, and frankly, I attribute much of this progress that has been made to the articles by Mr. Mase and his untiring efforts in bringing this problem to the attention of the public.

"Although many local citizens and church groups have been concerned for many years as to migrant conditions, it took such a campaign by your paper to wake up the state to its responsibilities. Much remains to be done but I feel a good start has been made, and I am sure that such an objective article as was printed December 14 will prove most helpful." The article, while praising what had been done, pointed out many things which still had to be done.

"Many of the solutions, of course, still rest on a local level with stronger county and municipal zoning and building codes, together with more acceptance by local communities of migrants as citizens rather than an economic necessity," Roberts concludes.

● During a meeting of the Governor's Committee which he headed and which included representatives of all state agencies concerned with the migrant problem, Roberts lashed out at state officials for not doing their job. He specifically singled out the State Health Department and the State Hotel and Restaurant Commission, charging these agencies had not given the Immokalee situation proper attention in the past.

The situation in Immokalee, Roberts said, had been "allowed to go on without any apparent effort of local and state agencies to correct the problem."

● Michael J. O'Brien, of Tampa, who represented the Hotel Commission on the committee, frankly admitted that "had state facilities in years past done the job this situation in Immokalee wouldn't exist."

Dr. Albert V. Hardy, assistant director of the State Health Department, also agreed with Roberts that a program to correct evils in Immokalee should start "immediately."

Backed by the *Tribune*, which published constant reports of what was being done about Immokalee, Roberts succeeded in pushing through a clean-up program.

Ironically, the same health officials who said they did not have adequate laws to force camp owners to comply with sanitary codes finally got around to condemning shacks and forcing owners to provide flush toilets, laundry facilities and showers before they could rent migrant quarters.

● Through the efforts of Representative Roberts, a new law was passed this Spring by the Legislature, which gave the health department still more power to correct problems in migrant camps.

The new law requires camp owners to obtain a license from the Health
(Turn to page 18)

'But We're Not Mad At Anybody'



Where Schools Are Closed

Legal, Other Issues Are Discussed

By PATRICK McCauley
 VIRGINIA AND ARKANSAS—dis-
 tant and dissimilar al-
 last month took up their defen-
 sive positions at the "last ditch."

any legal right to step me from closing
 the Little Rock high schools," Arkansas
 Gov. Faubus said.
 "There is no doubt about the unconsti-
 tutionality of these provisions (for closing
 schools) to local attack," said Jack

13 Schools Remain Closed
As Court Scores 'Evasion'

PUBLIC SCHOOLS STAYED SHUT in four Southern cities at the end of September after the U. S. Supreme Court hit at "evasive schemes" to circumvent desegregation.

All told, 13 schools with an enrollment of about 16,000 were closed. They included four high schools at Little Rock, Ark., one at Front Royal, Va., six at Norfolk, Va., and a high school and a grammar school at Charlottesville, Va.

The Supreme Court decision, on Sept. 29, amplified a previous order for Little Rock to proceed with desegregation at its Central High School. (See text pages 6-7.)

LEASE PLAN HALTED

It resulted in shelving, for the time being at least, of a plan at Little Rock to lease in closed school facilities to a corporation to operate as private, segregated schools.

With the first full month of the fall school term gone by, the count in the South stood at 130 districts desegregated out of a total of 1,395 in total districts.

The 17 southern states and the District of Columbia had a total of 12,623-044 people enrolled in public schools. Of them, 2,919,244 were Negroes. And of this latter total, 692,460 Negroes were in segregated situations.

(Other developments by states:

Alabama
 Although no Negroes appeared for enrollment, a Negro developed outside Phillips High School in Birmingham, where violence erupted last year when several Negroes attempted to enroll.

Arkansas
 With Little Rock's high schools closed, trouble developed at Van Buren

and Clark where Negroes were harassed by white pupils. No trouble was reported in Arkansas' six other integrated school districts.

Delaware
 New Castle completed its shirtey plan and moved into complete desegregation. An integrated school within a segregated district opened on Dover Air Force Base.

District of Columbia
 School authorities anticipated an increase in Negro enrollment in public schools from 71.2 to 73.8 per cent. There was an estimated total enrollment of 113,000, including 83,362 Negroes and 29,638 whites.

Florida
 The first Negro to enter the University of Florida enrolled without incident. It was the state's first public school integration anywhere.

Georgia
 Lt. Gen. Ernest Vandiver, who said he'd use the National Guard and Highway Patrol, if necessary, to prevent integration, was overwhelmingly re-elected governor. In Democratic Georgia that's expected to continue.

Kentucky
 U. S. marshals were sent to Madisonville after several incidents developed over enrollment of Negro children at an elementary school.

Louisiana
 Louisiana State University opened a

for immediate integration in public schools to put a stop to what they called acts of intimidation against Negro pupils.

Missouri
 A psychologist reported a study showed teachers in integrated schools suffering a change of attitude and became "involvement" in intergroup relations.

North Carolina
 Three Piedmont cities entered the second year of limited integration without public outbreaks but with a sub-workman situation.

Oklahoma
 Thirty Negroes were reported serving on integrated facilities in 12 school districts. The number of Negro teachers employed by desegregation in Oklahoma City showed a decline for the second year.

South Carolina
 Public schools opened with a record attendance nearing 500,000. Negro enrollment reached 69 per cent of the total in Charleston.

Tennessee
 Memphis State University postponed acceptance of Negroes. Nashville completed integration of second grade classes.

Texas
 A district court on Oct. 27 bar a hearing in Dallas on a test of state laws affecting school desegregation.

Virginia

A typical issue
 of the Southern
 School News
 published by the
 Southern Educa-
 tion Reporting
 Service.

Example in Objectivity

Reporting the Integration Story

By JAMES W. CARTY JR.

A COLLEGE professor from Brooklyn, a graduate student from California, a legislator in Louisiana, a Senator in Washington, newspapermen from New York, Charleston, Providence, Little Rock, Stockholm, Tokyo and Bangkok were seeking information.

The subject under study was the school segregation-desegregation crisis in the southern United States. By telephone, telegram, mail and in person they brought their questions to Nashville, Tennessee.

Located there is a unique center of journalistic activity whose sole function is to accumulate and disseminate, objectively and impartially, facts on the southern school story. It is the Southern Education Reporting Service, operated cooperatively by a group of the South's leading newspapermen and financed by the Ford Foundation's Fund for the Advancement of Education.

To staffers, it sometimes appears as if the Service's monthly publication,

Southern School News, is a sort of newspaperman's newspaper. But, in point of fact, the publication and the extensive research library maintained by the Service are used as much, if not more, by educators, attorneys, governmental officials, scholars, librarians, welfare organizations, ministers, psychologists and sociologists. They are, in a word, sources of the raw facts for anyone sources or writing on the school segregation-desegregation subject.

● "In a period of heated controversy and confusion over this question, Southern Education Reporting Service has sought to cover completely and impartially the issue in its many aspects," Edward D. Ball said. He is the executive director. "To this extent, it is a specialized news agency."

"To the extent that the subject matter of its one broad and continuing news story frequently is front page stuff not only of the schools, but in the

courts, the legislative halls and in the streets, it is a general news service."

Started in 1954, the year the Supreme Court ruled that school segregation is unconstitutional, SERS has since hewed out for itself a rather spacious niche.

● The respect the organization has gained among partisans on both sides of the issue probably stems as much from what it is as from what it is not. Its major functions include publication of *Southern School News*, the *Race Relations Law Reporter*, and a bi-annual statistical and summary digest of the fact and figure of the school story.

A second major function is the maintenance of its singular library of newspaper and magazine articles, court decisions, legislative measures, published and unpublished manuscripts, texts of speeches and official and unofficial reports. In all there are more than 150,000 items.

The library collection, incidentally,

now is being micro-filmed for sale on a non-profit basis.

SERS is not an advisory or consulting service, an action agency with a point of view to sell or a social theory to promote general race relations, Ball said.

The advisory and action functions, SERS studiously avoids. The research activity in education, it sometimes undertakes if it can be done without venturing too far afield from its specific area. For example, its library collection includes material about segregation and desegregation in public transportation and in recreations, and this information is made available on request. Also, in conjunction with George Peabody College for Teachers, SERS this Spring will publish a book of education statistics which will be general in nature.

● Its principal function, and the one to which its charter limits it, is to "provide accurate, unbiased information to school administrators, public officials and interested lay citizens on developments in education arising from the U. S. Supreme Court opinion of May 17, 1954, declaring segregation in the public schools unconstitutional."

Thus, in pursuit of this objective, SERS has gone about the business of providing the record of the era in its monthly *Southern School News*. Combining features of a newspaper and magazine, SSN presents its reports on a state-by-state basis, plus regular research pieces of broader scope on selected subjects that cut across state lines. In its effort to serve up in most usable form the news that it discovers, SSN has arrived at a format for the state reports which departmentalizes coverage of the legislatures, the courts, the colleges, the political scene and, of course, the school themselves.

● Limited, as it is, to sixteen tabloid-size pages a month, the editors of *Southern School News* insistently call on the state correspondents for thoroughly researched, concisely written reports and interim memoranda. They are constantly enjoined, when writing for *Southern School News*, to stick strictly to the facts of the matter, reserving their individual opinions and interpretations for their own daily newspapers.

This injunction also extends to the central office and to authors of occasional solicited articles in such specialized fields as law, psychology and school administration.

"The result," says Executive Director Ball, "is that the editing chore at the central office boils down primarily to one of straightening syntax, eliminating adjectives, loaded words and

extraneous matter, and putting the book together in an attractive and readable form.

"Of necessity, an editorial judgment must be exercised since invariably there is more material than can be placed in the limited space. The guides against which this judgment is measured are the usual ones of importance, perspective and balance."

● Statistical tables, charts, maps and extensive excerpts of court decisions are frequently published.

But *Southern School News* also gets some of that headier stuff of journalism—the scoop. It reported, for example, that historic Meharry Medical College in Nashville, eighty-two years a bastion of Negro education, had admitted its first two white students. And who else should have noted that the principal of the now famed Supreme Court case of *Oliver Brown vs. the Board of Education* was a co-ed.

The paper goes regularly to some 6,000 subscribers. Most of them have some direct connection with the schools—teachers, principals, superintendents, school board members and attorneys. The second largest category of subscribers is made up of public officials—attorneys general, governors, legislators. The next largest group consists of newspaper and magazine writers and editors. Then comes libraries and other research institutions, and finally, there are those subscribers whose only interest lies in keeping fully informed on what is happening in the schools.

BEHIND THE BYLINE

James W. Carty Jr. has been appointed Professor of Journalism and Director of Publications at Bethany College, Bethany, W. Va.



J. W. Carty Jr.

For several years he has been religion editor of the Nashville, Tennessee, *Tennessean*. He has taken part in fundamental education projects sponsored by the Committee on World Literacy and Christian Literature in Egypt and Tanganyika. He has contributed more than 200 articles to at least fifty journalism, education and religion publications. Several of his articles have appeared in *THE QUILL*.

The factual and comprehensive nature of *Southern School News* is attested by the diversity of the subscription list. A couple of years ago, the same mail brought subscription orders from Herman Talmadge and Lillian Smith, both Georgians. More recently, there were orders—received within days of each other—from Georgia Attorney General Eugene Cook for his entire legal staff, and a renewal of subscriptions for Thurgood Marshall and the legal staff of the National Association for the Advancement of Colored People.

A growing aspect of the work at Southern Education Reporting Service has been its reference service. With its library of more than 150,000 items and its central staff in day-to-day touch with the subject matter, SERS has become a primary source of information on the school segregation-desegregation issue. Newsmen reporting the raw stuff of history, the scholar refining and interpreting it, the lawyer preparing his case, the legislator preparing his laws and the governor preparing his speech, all have been among the users of this service.

● The New York *Times* team of nine reporters which, in 1956, produced a special supplement of reports on the segregation-desegregation issue, spent three days at SERS orienting themselves before beginning their field investigations. Articles in such magazines as *The Nations Schools*, *Commentary*, *U. S. News and World Report*, and *Yale Law Review* have relied heavily on SERS data.

Opposing lawyers each in turn have cited *Southern School News* and SERS data before the courts. A segregation advocate in France and a GI of integrationist persuasion in Alaska frequently request information for uses unbeknown to the staff in Nashville.

For all this, SERS was, in its inception, and continues to be, a newspaper project. Its three executive directors have been newsmen.

● They are C. A. McKnight, formerly editor of the Charlotte, North Carolina, *News*, who organized the service and headed it for a year before he became editor of the Charlotte *Observer*; Don Shoemaker, former editor of the Asheville, North Carolina, *Citizen*, who served SERS for three years before he became editor of the editorial page of the Miami *Herald*; and Edward D. Ball, for thirty-one years an *Associated Press* correspondent and bureau chief, who became SERS director in July, 1958. Also on the central staff is Patrick McCauley, formerly of the Huntsville, Alabama, *Times*, who has been part of the project since 1954 and As-

sistant to the Director for the past three years.

● The reports that make *Southern School News* come from a corps of nineteen correspondents, including many of the ablest in the South. They are:

Alabama—William H. McDonald, assistant editor, *Montgomery Advertiser*; Arkansas—William T. Shelton, city editor, *Arkansas Gazette*; Delaware—James E. Miller, managing editor, *Delaware State News*; District of Columbia—Eve Edstrom, staff writer, *Washington Post & Times Herald*; Florida—Bert Collier, staff writer, *Miami Herald*; Georgia—Joseph B. Parham, editor, the *Macon News*.

Kentucky—Weldon James, editorial writer, *Louisville Courier-Journal*; Louisiana—Emile Comar, staff writer, *New Orleans States & Item*; Maryland—Edgar L. Jones, editorial writer, *Baltimore Sun*; Mississippi—Kenneth Toler, Mississippi bureau, *Memphis Commercial Appeal*; Missouri—William K. Wyant Jr., staff writer, *St. Louis Post-Dispatch*; North Carolina—Arthur B. Johnsey, Raleigh Bureau, *Greensboro Daily News*;

Oklahoma—Leonard Jackson, staff writer, *Oklahoma City Oklahoman-Times*; South Carolina—W. D. Workman Jr., special correspondent, *Columbia, S. C.*; Tennessee—Tom Flake, staff writer, the *Nashville Banner*; Wallace Westfeldt, staff writer, the *Nashville Tennessean*; Texas—Richard M. Morehead, Austin bureau, *Dallas News*; Virginia—Overton Jones, associate editor, the *Richmond Times-Dispatch*; West Virginia—Thomas F. Stafford, assistant to the editor, *Charleston Gazette*.

● Keeping the lot on the narrow path of fact between the precipices of opinion is a board of directors of editors and educators who reflect such a wide hue of opinion on the school subject that one of their few areas of agreement is that SERS shall be as factual and objective as possible. They include:

Frank Ahlgren, editor, the *Memphis Commercial Appeal*; Edward D. Ball; Dr. Harvie Branscomb, chancellor of Vanderbilt University; Dr. Luther H. Foster, president of Tuskegee Institute; Coleman A. Harwell, editor of the *Nashville Tennessean*; Dr. Henry H. Hill, president, George Peabody College for Teachers; C. A. McKnight, editor, the *Charlotte Observer*; Charles Moss, executive editor, the *Nashville Banner*; Dr. George N. Redd, dean of Fisk University; Don Shoemaker, editorial page editor of the *Miami Herald*; Bert Struby, general manager, *Macon, Georgia, Telegraph and News*; Thomas R. Waring, editor *Charleston,*

South Carolina, News & Courier; and Henry I. Willett, superintendent of schools, *Richmond, Virginia*.

The board of directors has set the standard that the SERS should be the advocate neither for nor against segregation, "but simply reports the facts as it finds them, state-by-state."

Commendations on the completeness and impartiality have come from equally varied standpoints, as:

Assistant Attorney General Dugas Shands of Mississippi: "Our congratulations upon the splendid factual coverage by you in this publication."

Russwurm award of the National Newspaper Publishers Association (Ne-

gro): "In recognition of outstanding achievement in making possible a richer conception of democratic principles."

The SERS has had a few critics, but the criticisms always seem to come in pairs from opposing sides of the controversy. This is an indication of the objectivity and accuracy of the SERS.

● In a time when communication has decreased among Negroes and whites, the SERS is serving a valuable function by providing up-to-date factual information on the race situation in education. Out of the efforts of the Service and other groups can come improved human relations, based on knowledge and good will.

News Media Team Up

(Continued from page 11)

and individuals in scattered parts of the country. The National Safety Council prepared an alert, and brief items of warning were published in January in the *A.M.A. News* and later in another *A.M.A.* publication, *Today's Health*, a monthly consumer magazine.

● Strangely enough, while all of this activity appeared to cover oceans of territory on an issue so vital to personal well-being, the sum effect was to create hardly a ripple of understanding or awakening. Then two things happened that catapulted the plastic bags story suddenly into national prominence.

First, the *Journal of the A.M.A.*, through its widely-read "Medicine at Work" section, on April 25 reported the story in a perspective of area physicians working with area newsmen to

effectively point out a danger. Under the head, "Medicine and the Press—A Case of Joint Effort to Sound an Alarm," the *Journal* report concluded: "There is no way of determining how many young lives will be saved because of one physician alerting many—and because of newsmen then carrying the word to millions. That young lives were and will be saved cannot be doubted. Starring public service roles have been played by individual physicians and individual newsmen, by medical societies at all levels, and by newspapers in all ranges of circulation." As head of the "Medicine at Work" section, I wrote the story.

At that point, four months after the findings were first announced in Phoenix, things began popping—with the news magazines and wire services quoting the *Journal* alert. But it was only the beginning. The really big wave of stories and plastic bags warnings—those which inspired Garro-way, for example—was rolled up by *United Press International*, which fashioned the *A.M.A. Journal* report into a springboard for major coverage. While conferences were being held at *United Press International* headquarters in New York, staffer Frank Spencer in Chicago began gathering an eye-opening roundup.

● Spencer found, for example, that in the limited period of his checking, "plastic bag deaths" were occurring at the phenomenal rate of one a day. He found that United States Public Health Service officials were spot-checking infant deaths generally in the past two years, on the suspicion that some of those may have been caused by mis-

BEHIND THE BYLINE

The byline of **Milton Golin** has appeared in the *Saturday Evening Post*, the *Reader's Digest*, *Coronet* and other magazines. A member of the Headline Club of Chicago, he has served as co-editor of its publication, *HeadlineNews*. For the last three years he has been assistant to the editor of the *Journal of the American Medical Association*. His news career includes eleven years with the *Chicago City News Bureau*, as assistant city editor and later as the news bureau's first radio-television news editor. A native of Illinois, he was graduated from Wright City College. In World War II he was a navigator with the United States Air Force.

use of the transparent film. He drew an estimate from the National Safety Council that 100 or more infants might perish this year alone from suffocation in the bags. And when Spencer checked with dry cleaning establishments he found that many were junking the garment bags by the thousands while others were stencilling warning labels on the outside of the sacks.

● The chain reaction from that *UPI* story, and from scores of others which followed it, is difficult to assess. Here was an exposé in its truest sense. It was as if a shadowy monster was snatching children here, there, now and then—but communities were unable to define its form or to even admit its existence—until one wire service added together Indianapolis and Winston-Salem; San Francisco and New Kensington, Pa.; New York City and Lansing, Mich. It was this which caused readers to ask, "How long has this been going on?" or, "When will the deaths stop?"

As the *UPI* story gradually reached Congress, state legislators and village councillors (who were calling for varying kinds of preventive measures), the *A.M.A. Journal* was moved to send a letter of appreciation to Frank Bartholomew, president of *UPI*, for its child-saving public service role: "This illustrates a little-realized aspect and impact of press freedom: The leading but usually anonymous role which a news wire association often plays in serving the significantly informational needs of so many individuals."

That's the story as it started and

Worth Quoting

Thomas Carlyle: "Is not every Editor a Ruler of the world, being a persuader to it?"

as it continues—a killer being pursued. It is not without its tragic overtones. At one peak of front-page reporting of the hazard, several adults, including a magazine editor in New York, were found dead with plastic bags tied over the head—apparent suicides. But the feature of accident through misuse and abuse of the bags in the hands of infants still is getting prominent news play as a warning to all parents:

—A two-year old Los Angeles girl suffocates during her baby-sitter's absence.

—A three-month old Chicago girl is asphyxiated in a plastic covering while her mother allegedly was dreaming of the death a mile away.

—A North Carolina boy dies after a playmate slipped a bag over his head.

—A bonfire of plastic bags accumulated by mothers is set in Summit, N. J. after a similar death nearby.

● A third wave of publicity was indicated by *Newsweek* Magazine in its June 29 issue: "The \$20 million-a-year plastic-bag industry embarked last week on a massive education campaign with which it hoped to save its own life by protecting the lives of children.

Faced with a wave of city, state, and Federal legislation that would outlaw ultra-thin polyethylene bags because they have suffocated fifty-four children since January 1, the industry anted up \$500,000 for an advertising barrage (aimed by New York's Batten, Barton, Durstine & Osborn) that will last six weeks, run even longer if necessary [via] full-page ads in 164 metropolitan daily newspapers and spot announcements on hundreds of radio stations. . . . William Cruse, executive vice president of the Society of Plastics Industry, promised the educational campaign will continue 'until there is not a mother, father, boy, or girl in this country who does not know what a plastic bag is for . . . and what it is not for.'"

Crusades—

(Continued from page 14)

Department before they can maintain or operate migrant housing. Under the new law, health department officials must inspect a camp before issuing a license. Unless revoked sooner for some cause, licenses are good for only one year and must be renewed.

Giving the State Board of Health vast power to control labor camp conditions, the new law states: "The board shall make, promulgate and repeal such rules and regulations as it may determine to be necessary to protect the health and safety of persons living in migrant labor camps, prescribing standards for living quarters at such camps, including provisions relating to construction of camps, sanitary conditions, light, air safety, protection from fire hazards, equipment, maintenance and operation of the camp and such other matters as it may determine to be appropriate or necessary for the protection of the life and health of occupants."

● Under another law, any camp owner who violates any of the rules set up by the Health Department would be guilty of a misdemeanor and subject to a fine of not more than \$1,000 or imprisonment not exceeding six months.

Roberts also succeeded in having tacked onto the state's general appropriation bill a provision which calls for employment of four inspectors by the Hotel and Restaurant Commission for the specific purpose of working the migrant camps in South Florida.

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The Book Beat

Pulitzer Story

A READING of "The Pulitzer Prize Story" points up a fact sometimes overlooked by editors: truly great news stories are not objective; they are editorials written under the guise of news stories. News from the source's mouth is boring, like reading the *Congressional Record*; the great news story is the reporter's opinion of what happened, shaped, of course, from facts, but not written until those facts have been thoroughly sifted and winnowed.

This fact is brought out lucidly in "The Pulitzer Prize Story," edited, with commentaries, by John Hohenberg (Columbia University Press, New York, \$6.50).

The book contains about 100 stories, photographs and cartoons from the Pulitzer Prize file at Columbia, with the background by Mr. Hohenberg, secretary of the Pulitzer Prize advisory board.

That great reporting is more than just writing cold fact is probably most evident in a story by the late Meyer Berger, of the *New York Times*. There are few newspapers which would have accepted Mr. Berger's story without at least a re-write of the lead: it took him twenty-one words before he reached the verb.

He wrote: "Howard B. Unruh, twenty-eight-years-ago, a mild, soft-spoken veteran of many armored artillery battles in Italy, France, Belgium, and Germany, killed twelve persons with a war souvenir Luger pistol in his home block in East Camden this morning. He wounded four others."

The story, which appeared unedited in the *Times*, ran for 4,000 words, and was an editorial in the full sense of the word. For it, Meyer Berger won the 1950 Pulitzer Prize for reporting.

Among the other authors included in this anthology are Harrison Salisbury, Homer Bigart, James Reston, William L. Laurence, Stanton Delaplane and Hodding Carter.

—ROBERT G. TRAUTMAN

PR for Churches

A JOURNALIST and churchman of long experience adds an interesting and useful contribution to the growing literature on church publicity and public relations. In his volume, "A Handbook of Church Public Relations" (Abingdon Press, New York,

\$4), Ralph Stoodly makes a detailed examination of press relations, radio and television, and church-community relations.

Dr. Stoodly uses a wealth of illustrations drawn from both small and large churches throughout the country to emphasize his point that "the church is a public relations 'natural.'" The reader is exposed to the mechanics of newswriting, issuing effective parish papers, church news photography, and to community-church relations from the pulpit to the printed page.

This down-to-earth manual stresses the city editor's point of view throughout and offers a detailed glossary of terms commonly used in public relations. The author cautions pastors and churchmen to champion reality in their contacts with the press, the public and the community. He contends that there "must be a church that is a church" before publicity can be effective and helpful.

—DONALD R. GRUBB

Sports Yarns

SAM MOLEN has been broadcasting sports events for twenty-two years and since 1944 has been sports director of Station KMBC and KMBC-TV in Kansas City. In "Take 2 and Hit to Right" (Dorrance & Co., Philadelphia, Pa., \$3) he has collected 200 pages of lively anecdotes about the great and the near-great in all fields of sports. Sports writers who double in after dinner talks will find this book a must, but you do not need to be a sports fan to get a chuckle from the author's rich storehouse of sports memories.

—C. C. C.

TV Reporting

GOOD writing, based on the experience and know-how, combines with good typography and clever illustrations of Robert Osborn to make "Television News Reporting" (McGraw-Hill Book Company, Inc., New York, \$5.75) an excellent handbook for the newsroom and classroom. Many men and women in electronic journalism, CBS News staffers, have contributed to the production of this practical how-to-do-it manual. The news director and staff of any TV station will profit from and thoroughly enjoy reading this succinct and well organized report of television journalism and its rather amazing development in the decade

just past. Principles, procedures and practices are presented clearly, interestingly, and helpfully in the twenty-two meaty chapters of this valuable service manual and reference book.

—D. W. R.

Finding the Right Word

WRITERS who for long years have relied upon Roget's *Thesaurus* to help them find the right word may not change, but younger writers may prefer a new volume, "The Comprehensive Word Guide" (Doubleday & Company, Inc., Garden City, N. Y., \$5.95), by Norman Lewis. In 912 pages the book offers 120,000 entries and an index of 212 pages. New words and phrases that have come into the language since the World Wars are included. Journalists will find this a useful companion to the dictionary, an aid to translating thoughts into precise, forceful, descriptive language. High school and college students should learn to use such a reference. The author, a New York University professor, has written several books in the field of vocabulary building and word usage.

—D. W. R.

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MISCELLANEOUS

FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

Utica Story—

(Continued from page 7)

Binghamton Press (another Gannett newspaper) came up with a full-dress biography of Joe Barbara!

Taylor consolidated newspaper forces and resources. At his request, Gannett News Service sent in reporter Jack Germond on special assignment from GNS-Albany. With Taylor and Germond leading the way, newsmen proceeded to take apart Utica's city hall.

● City administration "pals" on the city payrolls were exposed. Purchasing practices by the city were, in some cases at least, improved. A special state prosecutor was appointed—one with whom the newspapers have worked closely. But bookie raids as recently as this spring have shown, as Editor Jones puts it, "the arrogance of the local underworld and the extent of the job which remains to be done."

City hall fought back—and what had been a local cleanup suddenly assumed national proportions. Utica's Common Council demanded a tax on printing and advertising and a Justice Department probe of the Utica newspapers' "monopoly." A reporter who had been covering city hall resigned

from the newspapers to take a \$10,000-a-year municipal job. The city comptroller refused to make city records available to newspaper reporters. Newspapermen and their families began to receive anonymous threats.

● On April 2, 1958, the Common Council passed a resolution calling for a federal investigation of "monopolistic practices of our local newspaper." Two weeks later, during a convention of the American Society of Newspaper Editors, Executive Editors Jones and Taylor, with *Observer-Dispatch* Editor William J. Woods, met in Washington with Paul Martin, bureau chief of Gannett News Service. They mapped a campaign of counter-action. In this:

1. The Washington bureau of GNS was expected to mount a publicity offensive against the Utica underworld and its political allies, quoting every appropriate federal source to focus public attention on the Utica situation; and

2. Editor Taylor and his staff arranged to furnish their Washington bureau with documentary and background material along with suggested leads, which would be turned over to proper authorities for investigation and action in the criminal field.

On April 22, less than one week later, the *Utica Daily Press* carried an

BEHIND THE BYLINE

Joseph N. Freudenberger's byline has appeared in *THE QUILL* frequently in recent years.



J. N. Freudenberger

He is editor of the Gannett Newspapers magazine, the *Gannetteer*, and a Rochester, New York, *Times-Union* staffer. He holds two degrees in journalism from the University of Missouri and worked for several Missouri newspapers and radio station KSD in St. Louis

before joining the Gannett organization.

over-the-roof story by Washington Correspondent Martin, beginning:

"Gov. Averell Harriman said yesterday 'it is up to the local leaders' to clean up vice and crime in Utica."

"We will help them whenever we can," he added, referring to state investigative and law enforcement agencies.

● The governor commended the Utica newspapers for taking a vigorous stand against corruption, and said "we will back up the newspapers" in their anti-crime campaign.

More GNS stories on the Utica situation popped up, day after day. On July 2, when Robert Kennedy produced Rosario Mancuso, an Appalachian "delegate" from Utica, on the witness stand before the Senate Labor Rackets Committee, GNS was able to supply the Utica newspapers with banner news. Mancuso took the Fifth Amendment fifty-seven times.

On August 2, the Justice Department announced that it could find no cause for action in the anti-trust field against the Utica newspapers, and was dropping the case requested by the Utica Common Council.

On September 29 the Utica editors, with lend-lease correspondent Germond from GNS-Albany, attended the annual Gannett editorial conference in Rochester and outlined, for other editors, the progress of their fight. Taylor summarized the situation as he saw it: Vice and gambling were only one fragment of the problem. Suspected was a conspiracy of persons in control of both political parties—such persons as can wax fat on padded city contracts.

"Underhand tactics," said Taylor,



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"have included the systematic spread of rumors that the newspapers are anti-Italian, anti-Semitic, anti-Catholic and anti-Protestant. There have been hints that the Mafia people are getting pretty impatient. There have been warnings not to be out alone at night. To us this indicates how big the stakes are."

"We've hired four new reporters—all experienced journeymen—and have strengthened and reorganized our staff. We are geared for a type of public affairs coverage that hasn't been possible for over a decade. We are turning over to state and federal investigators every scrap of information we obtain. And if faith and confidence of readers are worth anything, we are 'way ahead of the game.' The only thing is, as yet we haven't found a way to inspire citizens to do anything for themselves."

● In a signed editorial, Editor Woods pointed out that "exposure of maladministration is not the type of 'news' that sells more newspapers. . . . Many people of some standing who could not believe conditions had become so serious frowned upon 'stirring up a mess.'"

Aware of the long-continuing conflict between newspapers and city hall, many a Utican could recall those days in the 1920s when politicians burned copies of the *Observer-Dispatch* in front of city hall to protest editorial stands. Clearly, the newspapers had difficulty in convincing John Q. Public that they were struggling in his behalf. The public resented a "Sin City of the East" tag given to Utica by one New York City newspaper. Besides, industrial payrolls in Utica had been declining. Textile plants had been moving south. There were those who believed that a feud between newspapers and city hall might discourage other industries from moving to Utica. In retrospect, Executive Editor Jones was able to write:

● "Of special significance in these days when people question the value of newspapers was the role of the *Observer-Dispatch* and the *Daily Press* as the 'conscience' of the community. Eventually Utica people came to realize that they had no other place to turn. Throughout this controversy no local Republican of stature has raised his voice." Both Utica newspapers are listed as politically independent, though in recent years they have most often supported Republican policies in national affairs.

"Radio and TV," Editor Jones said, "have been either neutral or antagonistic. Paradoxically, the newspapers got their most effective official support

from Governor Harriman, who appointed the special prosecutor and who on two critical occasions intervened effectively against the local Democratic machine."

● Will the winning of a Pulitzer Prize help melt widespread apathy in Utica? Those closest to the problem are sure that it will help, although most believe that public apathy is even more of a problem in Utica than in most other American cities.

Already the award has helped raise both morale and determination among Utica newspapermen. Local editorialists who have thundered for years against crime and sin now thunder a bit more confidently. Many a reporter holds his head a little bit higher. And Managing Editor Gilbert P. Smith of the *Observer-Dispatch* says:

"Bigger than any medal is the feeling that the newspapers did a job that had to be done and must have done it well. If editors have their way, any future Pulitzer prizes won in Utica will not be for a campaign to clean up vice and government. If the papers continue to do the job they started in earnest in 1957, there just won't be the opportunity to win another such award."

● And from Executive Editor Vin Jones: "Presently the general public is thoroughly aware of the significance of the disclosures, but it will be up to the newspapers to keep the pressure on and to work constructively for permanent, basic reforms."

Sunday Paper—

(Continued from page 10)

people—Sunday readers—feel a yen for the good old days.

Discernment and knowhow are the qualifications for the ghoul who can disintegrate local history from the morgue and enliven it and enlighten it. In every community such ghouls exist. I bespeak their cultivation. I was one for fifteen years and found the gravedigging inexhaustible and the potsherds entrancing. As a Sunday reader I relish the reincarnation of streetcar days, ice cream socials, bell-bottom pants, bobbed hair, the lyceum, minstrels, the old glass factory, steam trains, gas street lamps, nickelodeons, windup telephones—or the way the newspaper looked 50, 75, 100 years ago, including the ads. How do we comprehend the present, have faith in the future, unless our horizon takes in the way things were?

The seventh day is symbolic of religion. What's going on in Sunday schools? Are urchins' pennies still sending missionaries to Darkest Africa? Has a local church acquired a modern hymnal? It is true, as reported in the wire services, that some churches have gone overboard for jazz? What's new in religion is news, yet the church pages I read still report canned sermons, ministerial transfers, additions to the kitchen, new officers of the Ladies' Aid. Is church membership (trend, again) up or down in the community, and in which denominations. Is religion a sacred cow?

● What should a Sunday editorial page do that isn't being done six days a week? The ones I see reflect the five-day week and Friday's stale editorial conference: "We haven't had a piece on — lately." I'd start Tuesday or better yet Monday with fresh ideas. Maybe an edit writer ought to interview a Teamster's local member on what he thinks of Hoffa. How does a householder feel who has a new interstate highway in his backyard? Why does a schoolteacher turn down a tempting offer from industry? A staffer's wife who discovers that pregnancy does end might have ideas about hospitals, doctors, nurses.

Maybe you can't take the guff out of the editorial writer, but surely you can take the editorial writer out of the guff topics and off his duff.

Anybody experimented with purple ink for an Easter edit, red and blue on Fourth of July or 14 point across the top of the page in 18-pica scurts on vote for Joe Doaks for mayor?

If I can say it in a nutshell, it's attitude, emphasis and approach I'd change Sundays toward an edition of the paper that can capitalize on six days' compounded ingenuity and imagination by everyone on the staff, zeroed on the Sunday reader.

● Well, you get the idea. I'd be fired after the first week as Sunday editor of the mythical Sunday *Sun*. But I bet I'd get a lot of letters, which I hope and pray my successor would print. Sunday readers might be just literate enough, between the hellfire and the barbecue, to talk back, and feedback the communication industry sorely needs.

And I have a feeling that legions of news sources go untapped and battalions of news interests go uncovered in the only editions of today's newspapers in which there is room to experiment, to innovate, to explore Change and Growth and Ferment and to let the imaginations and creative powers of staffs and readers catch fire. Why keep the damper down?



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than meets the eye!



Lincoln Tunnel now serves nearly 25 million vehicles annually, with the \$100-million third tube greatly easing the flow. Inside, 80 fans provide a complete change of air every 1½ minutes, while a master control monitors exhaust gases and operates traffic signals.

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Likewise, the motorist at a service station is seldom aware of what's behind the tankful of gasoline he orders so simply.

Cities Service, for example, searches four continents for the oil to meet his request. It has its own "navy" of ocean going tankers. It uses a pipeline network that could girdle the globe. Its investment in modern facilities exceeds a billion dollars and its employees and stockholders number nearly a quarter of a million.

Moreover, preparing for the greater job that lies ahead, Cities Service has invested \$350-million just in the last two years.

Only in this way can America be given what she needs for progress—more jobs, more and better petroleum products.



CITIES FIRST CENTURY
BORN IN FREEDOM
WORKING FOR PROGRESS



Public Relations Planbook Ready

A public relations planbook for local chapter participation in Sigma Delta Chi's 50th Anniversary has been distributed to state chairmen and professional chapter presidents. According to Victor E. Bludorn, fraternity executive director, the planbook will be sent to all undergraduate chapters this fall, in time for return-to-school planning and activity prior to the 1959 national convention.

The 35-page book, prepared by Harsh-Rotman, Inc., Chicago-based public relations firm, in cooperation with the fraternity's public relations committee, contains many suggestions on ways local chapters may celebrate the fraternity's golden anniversary and bring public recog-

nition to its activities and contributions.

The mimeographed planbook contains: an outline for a radio or TV forum; suggestions for a 50th Anniversary dinner; topics for speeches to civic groups; suggestions for guest appearances on radio and TV; a plan for professional awards in journalism on a local level.

It also has suggested a proclamation which government officials may use to salute the fraternity in its 50th year; suggestions for establishing local freedom of information committees; a proposal for initiating teacher awards for having encouraged an unusually large number of students to follow careers in journalism, or for counselling the school newspaper. The book also suggests mark-

ing an historic site within the chapter area and contacting leading newspaper advertisers to salute Sigma Delta Chi in regular display advertising.

The book also contains sample salutes to the fraternity by local radio or TV news commentators, editorials and general news releases describing 50th Anniversary observance activities by the local chapters.

The plan book also devotes 10 pages to a fact sheet about SDX, its history, purposes and ideals, government and organization, officers, awards, historic sites, a listing of the professional and undergraduate chapters, *THE QUILL*, advancement of freedom of information, and the founders of Sigma Delta Chi.



Sigma Delta Chi NEWS

NO. 81

AUGUST, 1959

Pres. Byron Urges PR Planbook Use

Sigma Delta Chi President Jim Byron made known to Fraternity officers his disappointment in the sparse local promotional activity of the 50th Anniversary Year.

In a letter to Victor E. Bludorn, executive director, he urged all chapters to take full advantage of the new public relations planbook and make a maximum effort to promote Sigma Delta Chi in the months prior to the November national convention.

In another letter, Dudley McFadden, co-chairman of the 50th Anniversary Publicity Committee, urged all members to "weave in your own Sigma Delta Chi background and your regard for the Fraternity," into promotions of the Golden Anniversary. His letter was accompanied with a suggested news feature and editorial. Public Relations Planbooks have been sent only to state chairmen and chapter presidents.

"The cost of mailing a planbook to every member-at-large is prohibitive, so we're sending non-affiliated members these suggestions so they may promote the 50th Anniversary in areas where there are no professional or undergraduate chapters," McFadden said.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Too many of us conduct our lives on the cafeteria plan—self-service only.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SDX NEWS for August, 1959

50th Anniversary Postmark, Seals On Sale at SDX Headquarters

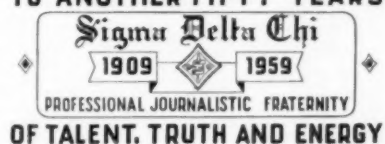
The Sigma Delta Chi Golden Anniversary postage meter slogan and seals are still on sale through the Fraternity's National Headquarters.

The die for the postmark ad may be obtained through National Headquarters, 35 E. Wacker Dr., Chicago, or from Pitney-Bowes, Inc., 185 N. Michigan Ave., Chicago 1, Ill. The price for the plate

able of the 1959 Golden Anniversary Convention slogan illustrated below.

In addition, gold seals are on sale through Fraternity Headquarters for \$2 a hundred, or \$18 a thousand.

TO ANOTHER FIFTY YEARS



for the "R" meter is \$15 each, plus 25 cents shipping charge. Prices for plates for other models available on request.

If you do not use meter mailing, you may make a rubber stamp of this design. Postmark ad plates are also avail-

Chapters Can Use New Awards Film

A new 16 millimeter sound-film of highlights of the 15 winners of the Sigma Delta Chi Distinguished Service Award is now available to all chapters.

Produced by Joe O'Brien of Illinois Bell Telephone Co., the black and white production gives a 19 minute look at this year's winners at work and what they did to win their awards.

The film begins with a brief history about Sigma Delta Chi, photographs of the founders, and a glimpse of the campus at DePauw University. And, promises O'Brien, "it will kindle some ideas in the minds of members on how to win awards." To acquire the film for chapter meetings fill out the form on page 26 and send it to: Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Illinois.



Duquesne, UNC, Bradley Install Undergrad Chapters

As Sigma Delta Chi celebrated its Golden Anniversary, three universities celebrated the installation of new undergraduate chapters.

Charles C. Clayton, editor of THE QUILL, served as installing officer for the new 16-member Bradley chapter at Peoria, Ill. Main speaker at the installation banquet was Murray M. Moler, United Press International regional representative for Nebraska, North Dakota and South Dakota, and Nebraska state chairman for SDX. The charter was presented to David C. Horowitz, president of the Bradley chapter.

Prof. Paul B. Snider, head of the Bradley journalism department presented the new initiates: Don W. Andrews, Paul B. Atwood, James R. Englehorn, James R. Erickson, James M. Estes, Kenneth H. Fields, Fred J. Filip, David C. Horowitz, James N. Kendall, William C. Kramer, Harry D. Miller, George L. Reeve, Lowell G. Rinker, Roy M. Starks, Jr., Robert W. Whitmore, and Richard L. Wiberg.

At Chapel Hill, N. C., SDX Executive Director Victor E. Bluedorn conducted the initiation of 14 candidates into the newly installed North Carolina undergraduate chapter.

Bluedorn told the group that he had "hoped for a long time that Sigma Delta Chi would re-establish its activities" at North Carolina. The University of North Carolina had a chapter from 1920 to 1922.

New members include: Stanley L. Brennan, Charles E. Flinner, George B. Hord, John W. Hubbard, Roy L. Lucas, T. Parker Maddrey, Neil F. Murphy, Alan D. Resch, Paul F. Rule, Walter J. Schruntek, Donald L. Shaw, Jerry A. Shields, President Charles H. Sloan, Thurman W. Worthington.

At Pittsburgh, 16 Duquesne University students received their charter and were initiated into the new undergraduate chapter while 10 Pittsburgh journalists were initiated into the local professional chapter.

The installation was conducted by Robert W. Root, vice-president of undergraduate affairs for SDX, and associate professor of journalism at Syracuse University.

The undergraduate charter member initiates are: Sidney H. Beshkin, Robert H. Brehm, President Hugh L. Brooks, John P. Coyne, Robert W. Donovan, Frank M. Grillette, Owen L. Hines, David A. Leherr, John H. Lelesh, Richard R. LoCascio, Francis R. McGinley, C. Scott Rombach, Edward J. Verlich, Kirk W. Vogeley, Charles N. Weber, and Edward D. Wintermantel.

New members of the Tri-State professional chapter are: Edwin H. Beachler, staff writer, Pittsburgh Press; James F. Bender, copyreader, Pittsburgh Post-Gazette; Norman L. Braun, manager,



The Men's Press Club of the University of North Carolina receives its charter as a new chapter of Sigma Delta Chi. Shown are Victor Bluedorn, executive director, and Charles Sloan, president of the new UNC chapter.

White Named Editor Of Herald Tribune

Robert M. White II, 1952 winner of Sigma Delta Chi's distinguished service award for editorial writing, has been named president and editor of the New York Herald Tribune.

White, representing the third generation of his family to operate the Mexico (Mo.) Ledger, started as a newspaper delivery boy in his native town of Mexico. He is a member of the board of directors of the American Newspaper Publishers Assn., and also of the Research Institute of the American Newspaper Publishers Assn.

During World War II, White served on the staffs of Gen. Robert L. Eichelberger and Gen. Douglas MacArthur.

Pittsburgh bureau, United Press International; Horace Bridgewater, Jr., associate editor, American Metal Market; Edward J. Lally, Jr., manager, Pittsburgh bureau, Wall Street Journal; Richard N. Larkin, manager, Pittsburgh bureau, Business Week; George W. New, assistant manager, Pittsburgh bureau, Business Week; Alan G. Nicholas, publisher, Pittsburgh Sun-Telegraph; James L. Snyder, news director, KDKA radio; and Gilbert P. Staley, editor, Pittsburgh bureau, Associated Press.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

We should look to other ages and to other countries for guidance in conducting our affairs. George Santayana very perceptively wrote: "Those who cannot remember the past are condemned to repeat it."

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Chicago AP Man Is 30,000th Member

A 28-year-old Associated Press copy desk man who hopes to be a foreign correspondent for the wire service became the 30,000th man to be inducted into Sigma Delta Chi.

Kenneth Whiting, who works the 6 p.m. to 2:30 a.m. city desk shift in the AP Chicago bureau, is the exact opposite of the stereotyped Hollywood newspaperman. He holds a master's degree from Boston University, doesn't carry a press card in the brim of his hat, and couldn't tell an editor to hold the presses if he wanted to.

Whiting was invited to join Sigma Delta Chi through its Chicago professional chapter, The Headline Club.

Whiting's immediate ambition is to be a foreign correspondent for AP. He has already made the request. Although he prefers a European assignment, he's taking Spanish lessons "just in case."

A four-year man with AP, Whiting worked in the organization's Boston, Concord, N. H., and Portland, Me., bureaus before being transferred to Chicago in 1956.

He began his news career as a high school sports correspondent for the Lynn, Mass., Telegram-News. He can't remember when he made up his mind to be a newsman.

"There wasn't exactly a turning point. I have been interested as long as I can remember," he recalls. "I've never met a newsman who says he was 'called.'"

Whiting is a native of Swampscott, Mass., where his parents still live.

When does he think he'll visit them? "You never know when you work for AP," he quickly points out.

Ho Hum!



SDX Bruce Roberts, staff photographer for the Charlotte Observer, scored an unprecedented triple victory in the 18th Annual Kent State University Short Course in Photojournalism contest. Roberts' pictures placed first in the feature, sports, and pictorial divisions of the contest. Above is his award winning feature shot, "Sleepytime at the Stable."

By-Laws Amendments Referred To Chapters for Final Approval

Three suggested amendments to the By-Laws of Sigma Delta Chi have been submitted to the Fraternity's chapters for approval.

The amendments have been approved by a majority vote of the delegates attending last year's convention, however the By-Laws provide it may only be amended by a two-thirds vote of at least 50 per cent of the undergraduate and professional chapters voting by referendum ballot.

Official date for counting of ballots has been set for Friday, Oct. 16.

The By-Laws presently allow a professional chapter to be established by 10 or more professional members living or employed in any metropolitan area. The proposed amendment to this article would allow The Board of Directors-Executive

Council to approve the establishment of a professional chapter outside the continental United States and Canada with three or more professional members.

The By-Laws now restrict either an undergraduate or professional chapter from voting by proxy for the other. This limitation remains, however one of the new amendments will permit chapters outside the continental limits of the United States and Canada to designate a member of another chapter to represent them at convention.

The third proposition would allow the Board of Directors-Executive Council to make modifications with respect to dues and payments to Fraternity Headquarters in the case of chapters outside the Continental United States and Canada.

51 Grads Receive Achievement Awards

Citations for achievement, presented annually by Sigma Delta Chi, have been awarded this year to 51 graduates in journalism who were selected as outstanding in their classes at colleges and universities where the Fraternity has chapters.

The selections were made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case was made by the committee composed of student, faculty and professional members of the society.

The purpose of the citations, which are not restricted to members of Sigma Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year are:

BOSTON UNIVERSITY—Richard J. Whelihan; BRADLEY—David Charles Horowitz; UNIVERSITY OF COLORADO—Garrett W. Ray; DRAKE—George Hartnett; DUQUESNE—John H. Lelesch; UNIVERSITY OF FLORIDA—Fred A. Smith; UNIVERSITY OF GEORGIA—Edward H. Ingles.

UNIVERSITY OF IDAHO—James Robert Golden; UNIVERSITY OF ILLINOIS—Richard L. Adams; INDIANA UNIVERSITY—Joseph Byron Mosier; UNIVERSITY OF IOWA—Don Beke-mier; IOWA STATE—Robert L. Bartley; UNIVERSITY OF KANSAS—Douglas L. Parker; KANSAS STATE COLLEGE—James O. Bell.

KENT STATE—Marvin G. Katz; UNIVERSITY OF KENTUCKY—Jim Hampton; LOUISIANA STATE COLLEGE—James Hollis Chubbuck; MARQUETTE—David J. Foran; UNIVERSITY OF MIAMI—N. John Garcia; UNIVERSITY OF MICHIGAN—Ronald Kotulak; MICHIGAN STATE UNIVERSITY—Don H. Myers; UNIVERSITY OF MINNESOTA—Philip C. Meyer.

UNIVERSITY OF MISSOURI—Ronald Dean Martin; MONTANA STATE UNIVERSITY—Ronald P. Richards; UNIVERSITY OF NEW MEXICO—James Victor Lamb; NEW YORK UNIVERSITY—Berry Stainback; UNIVERSITY OF NORTH CAROLINA—Paul F. Rule; UNIVERSITY OF NORTH DAKOTA—Bruce B. Bakke; NORTH TEXAS STATE COLLEGE—Roy Busby.

NORTHWESTERN—Boris Weintraub; OHIO UNIVERSITY—Joseph P. Kelly; UNIVERSITY OF OKLAHOMA—Emil B. Harrison, Jr.; OKLAHOMA STATE UNIVERSITY—Gordon Pierce Hart; UNIVERSITY OF OREGON—Donald W. Robinson; OREGON STATE COLLEGE—Russell Erling Dybvik.

PENNSYLVANIA STATE UNIVERSITY—Robert Franklin; SAM HOUSTON STATE TEACHERS COLLEGE—Bunky McConal; SAN DIEGO STATE COLLEGE—Paul W. West; SAN JOSE

Continued on page 27

SDX Gives 117 Journ Graduates Scholarship Award Certificates

One hundred and seventeen men and women journalism students, graduated in May and June, have received Scholarship Award Certificates, given annually by Sigma Delta Chi.

Fifty men and sixty-seven women qualified for the distinction by having established scholastic ratings placing them in the upper five per cent of their graduating classes. All college work for four years was taken into consideration. Fifty-three schools and departments of journalism, where Sigma Delta Chi has chapters, were represented.

The Scholarship Award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the Fraternity's policy of encouraging broad preparation for entry into the professional field of journalism.

Following is a list of the 1959 winners of the award:

BOSTON UNIVERSITY—Earl Albert Marchand, Richard Joseph Whelihan; **BRADLEY**—Mary Ann Bennett; **UNIVERSITY OF COLORADO**—Garrett W. Ray; **DRAKE**—Mary Kay Murphy; **DUQUESNE**—Barbara J. Varro, Ruth Ann Yatsko; **UNIVERSITY OF FLORIDA**—Geoffrey Z. Kucera, George W. Corrick, Richard L. Siefferman, Alvin V. Alsbrook, Alfred C. Olsson, Jr.; **UNIVERSITY OF GEORGIA**—Melissa Gail Heard, Clifford Leon Cagle, Joanne Martha Hecker, Patricia Ancole Rigsbee; **UNIVERSITY OF IDAHO**—George Melvin Fowler; **UNIVERSITY OF ILLINOIS**—Thomas K. Etnyre, Mary S. Mohrman, James J. Shapiro, Carol R. Leaf, Diane Croll, Richard L. Adams.

INDIANA UNIVERSITY—Marjorie Weston, Joseph Mosier; **UNIVERSITY OF IOWA**—Don Bekemeier, Vernon Albert Glade; **IOWA STATE COLLEGE**—Robert Bartley, Martha A. Elder; **UNIVERSITY OF KANSAS**—Mary Alden, Patricia Swanson; **KANSAS STATE COLLEGE**—Donna Snodgrass, Dixie Good.

KENT STATE—Suzanne Kincaid, Sharon Gentry; **LOUISIANA STATE UNIVERSITY**—Barbara J. Lefevre, Sharon A. Flynn; **MARQUETTE**—Susan Mary Grellinger, Kathleen Ann Pollock, Judith Marie Walsh; **UNIVERSITY OF MIAMI**—Sharon Forthman Nelton; **UNIVERSITY OF MICHIGAN**—Fredra Sullivan, Margie Goldowitz, Carol Meyer.

MICHIGAN STATE UNIVERSITY—Nelda M. Trout, Patricia E. Meloy; **UNIVERSITY OF MINNESOTA**—Gerald E. Norbury, Mary Ann Dietrich, Fritz Palas, Robert Heinz; **UNIVERSITY OF MISSOURI**—Donald Loudon, Maurine Hoffman, David Canfield, Winifred Kaneshiro, Elaine Boettcher, Judith Ridings, Robert Byrne; **MONTANA STATE UNIVERSITY**—Teddy W. Roe.

UNIVERSITY OF NEBRASKA—Phyllis Bonner, Cynthia Zschau; **UNIVERSITY OF NEVADA**—Karen Knudson; **UNIVERSITY OF NEW MEXICO**—

Michael A. Barkocy; **NEW YORK UNIVERSITY**—Charles Belida, Ferne Spieler; **UNIVERSITY OF NORTH DAKOTA**—Judith Evelyn Sullivan; **UNIVERSITY OF NORTH CAROLINA**—Donald L. Shaw; **NORTH TEXAS STATE COLLEGE**—Arlen Massie.

NORTHWESTERN—Cerrill Alfou Anson, Boris Weintraub, Margaret Lindsay Clark, Corinne Marie Cameron, Sallie Greenebaum Owens; **OHIO UNIVERSITY**—Cornelia Patricia Mulloy, James McKim Abrams, Kenneth Fulton; **UNIVERSITY OF OKLAHOMA**—Mary Elizabeth Mann Fatheree, Carol Jean Robinson, Joy MacStarry.

OKLAHOMA STATE UNIVERSITY—Margaret Hula Malsam; **UNIVERSITY OF OREGON**—Barbara Ann Stepper, Donald W. Robinson; **OREGON STATE UNIVERSITY**—Patricia Louise Nyman; **PENNSYLVANIA STATE UNIVERSITY**—Mary Kelly, Lois Clark, Mary Ann Reid; **SAM HOUSTON TEACHERS COLLEGE**—Velma Baldau; **SAN DIEGO STATE COLLEGE**—Raymond C. Means; **SAN JOSE STATE COLLEGE**—Lola Y. Sherman, Waldo C. Dannenbrink, Jr.

SOUTH DAKOTA STATE COLLEGE—Cheris Gamble, Herman Feistenhausen, Judyth Adams, Patricia Ellwein; **UNIVERSITY OF SOUTHERN CALIFORNIA**—James Bylin, Joe Jares; **SOUTHERN ILLINOIS UNIVERSITY**—Leonard Baldyga; **SOUTHERN METHODIST**—Susan Bagby; **STANFORD**—Mary Patricia Every; **SYRACUSE**—Linda Welch, Peg Dilts; **TEMPLE**—Carl Schoettler, Ronald E. Silvergold, Norman H. Childs.

UNIVERSITY OF TENNESSEE—Joel Robert Sasser, Mary Anna Winegar; **UNIVERSITY OF TEXAS**—Cyrena Jo Norman, Robert Elton Mims, Nina McCain, Carl Dean Howard; **TEXAS A&M COLLEGE**—Fred Meurer; **WASHINGTON & LEE**—Robert Conrad Lemon; **WAYNE STATE**—Arthur Koski, Donald Goodrow; **WISCONSIN**—Jacquelyn S. Heal, Janice A. Penman, Ralph E. Winter, Peg A. McCormick.

Obituaries

August Ender (Wis-Pr-'37), of Durand, Wisconsin died April 3 after several months illness.

Roland L. Meyer, Jr. (StL-Pr-'54), editor of the American Paint and Wallpaper Dealer in St. Louis, Mo., died April 11.

John W. Scott (Aus-Pr-'56), of San Antonio, Texas.

Charles J. Doherty (Mon-Pr-'44), of Missoula, Montana, died May 22, 1958.

Marvin W. Hout (Ill-Pr-'29), former managing editor of the Champaign-Urbana (Ill.) News-Gazette, died March 30.

Oscar N. Taylor (ChiP-Pr-'44), of Miami, Florida, died March 31.

Edward N. Wentworth (IaS-Pr), of Chesterton, Indiana, died April 22.

Edmund D. Coblentz (StU-Pr-'46), publisher-emeritus of the San Francisco Call-Bulletin, died April 16, following a series of heart attacks.

John E. Carver (UH-Pr-'53), community service director of the Salt Lake (Utah) Tribune, died April 28.

Percy Norwood Stone (Mon-'14), former editor of the Westport Herald and South Norwalk Sentinel in Connecticut, died April 10.

Edward H. Stromberg (NU-Pr-'40), of Evanston, Illinois, died February 5 in his sleep.

William Weston (Uncle Billy) Aiken (DalP-Pr-'53), 87, editor emeritus of the Crockett (Tex.) Courier-Democrat, died May 22 in an auto accident.

Will Otto Feudner (Ind-'29), 80, teletype tape cutter for Rushville (Ind.) Republican, died June 29.

Carl Victor Little (OhS-'16), 64, columnist for Houston (Tex.) Press, died in his sleep on June 7.

Quentin Victor Brewer (KnS-'31), 51, advertising executive at Pacific Palisades, Calif.

Robert T. Griebing (Wis-'23), of Tarentum, Pa., died April 28.

Joseph W. Hicks (Okl-'22), 59, of Anna Maria, Fla., died April 17, at Bradenton, Fla.

YES—Send the new sound, 16mm film "Award Winners of 1959" to me for showing at a meeting on

Name

Address

Chapter

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

William Francis Fox, Sr., sports editor, The Indianapolis News, Indianapolis, Indiana; **Robert Leroy Caswell**, editor, Clarinda Herald-Journal, Clarinda, Iowa; **William Evans**, owner-manager, KASI, Ames, Iowa; **Gail R. Adkins**, assistant professor of speech and journalism, William Allen White School of Journalism, University of Kansas, Lawrence, Kansas; **William M. Zadick**, city editor, Great Falls Tribune, Great Falls, Montana.

Lloyd Leonard, city editor, Nevada State Journal, Reno, Nevada; **Joseph Houghteling**, publisher, Sunnyvale Standard and Mountain View Register-Leader, Sunnyvale, California; **Stuart Nixon**, editor and general manager, News Register, Freemont, California.

Franklin P. Little, associate editor, Ogdensburg Journal, Ogdensburg, New York; **George R. Little**, general manager, Potsdam Courier-Freeman, Potsdam, New York; **Leonard Lyons**, columnist, The New York Post, New York, New York; **Leonard H. Prince**, editor, The Observer, Massena, New York; **Lawrence M. Roy**, editor and publisher, Thousand Islands Sun, Alexandria Bay, New York; **Charles Norman Bradley**, executive editor, Chattanooga Times, Chattanooga, Tennessee.

John P. Hart, president and manager, WBIR, Knoxville, Tennessee; **Coleman A. Harwell**, vice president and editor, The Nashville Tennessean, Nashville, Tennessee; **Carl Allen Jones**, publisher, The Johnson City Press-Chronicle, Johnson City, Tennessee; **Roger C. Freeberg**, managing editor, Menlo Park Recorder & Gazette, Menlo Park, California.

Don Robertson, reporter and feature writer, Cleveland News, Cleveland, Ohio; **Clyde Johnson Moore**, staff correspondent, United Press International, Dallas, Texas; **Ivor Eugene Hill**, general reporter, The Current-Argus, Carlsbad, New Mexico; **Victor Loyd Jameson**, reporter, The Hobbs Daily News Sun, Hobbs, New Mexico.

James Edmund Pennybacker, news director, KQEO, Albuquerque, New Mexico; **Joseph Shore Priestley**, assistant editor and publisher, Las Cruces Daily Sun-News, Las Cruces, New Mexico; **Robin Frank Tibbets**, wire-city editor, The Carlsbad Current-Argus, Carlsbad, New Mexico.

Thomas Randolph Wright, editor-publisher, Las Vegas Daily Optic, Las Vegas, New Mexico; **James E. McDonald**, sports writer, Toledo Blade, Toledo, Ohio; **Owen William Nangle**, copy reader, The Toledo Blade, Toledo, Ohio; **William L. Newkirk**, correspondent, Associated Press, Toledo, Ohio; **Gordon L. Ward**, TV newscaster, WTOL-TV, Toledo, Ohio; **Howard P. Warwick**, assistant city editor, Toledo Blade, Toledo, Ohio; **Kenneth L. Whiting**, newsman, Associated Press, Chicago, Illinois.

Enter Book Contest; Deadline Near

Do you have your copy of "Fifty Years for Freedom: The Story of Sigma Delta Chi's Service to American Journalism"?

If not, you'd better hurry. The Undergraduate chapter selling the most copies will be awarded a free trip for its delegate attending the Indianapolis convention. The winning professional chapter will receive a new set of initiation equipment.

The book recounts the beginning and the growth of SDX. The fraternity today boasts 16,000 members, among whom are some of America's most prominent citizens. The author is Charles C. Clayton, past national president of SDX and present editor of THE QUILL. Clayton is a former staff member of the St. Louis Globe-Democrat.

The book sells for \$4.50 and may be purchased by writing to: Southern Illinois University Press, Carbondale, Ill.

Contest winners will be announced in the November issue. Deadline for the contest is Oct. 15.

Freedom of Information Bills Adopted by 5 Legislatures

Five states have been added to the growing list of those having adopted either one or both of the freedom of information bills sponsored this year by Sigma Delta Chi.

Latest additions to the states adopting both the open records and open meetings legislation are Maine and our newest state, Hawaii. An open records law was adopted by the legislature of Georgia, and an open meetings law was voted by the legislatures of New Mexico and Oklahoma.

Sigma Delta Chi proposals are still pending in the legislatures of a half dozen states, reports V. M. Newton, Jr., managing editor of the Tampa Tribune, and chairman of the Fraternity's Freedom of Information Committee.

According to Newton, SDX proposed legislation lost out in the recently adjourned legislatures of West Virginia, Texas, Colorado, Arizona, Nevada, Wyoming and Montana.

Since the fraternity's campaign to have freedom of information bills enacted began in 1953, Newton has written strong endorsing letters to the members of Senate and House Judiciary Committees, and either one or both of the fraternity's bills have been adopted by the legislatures of 18 states.

Open records laws have been adopted by the legislatures of California, Indiana, Vermont, Connecticut, Pennsylvania, Tennessee, Minnesota, North Dakota, Kansas, Illinois, Georgia, Maine and Hawaii.

Open meetings laws have been adopted by the legislatures of California, Indiana, Utah, Delaware, Vermont, Connecticut, Pennsylvania, Minnesota, North Dakota, Illinois, Massachusetts, Maine, New Mexico, Oklahoma and Hawaii.

Sigma Delta Chi proposed laws have suffered defeats in Michigan, West Virginia, Mississippi, New Hampshire, Virginia, South Carolina, Florida, Texas, Kentucky, Colorado, Nevada, Wyoming, Arizona and Montana.

A total of 32 states now have laws for open government records on their books. They are:

Alabama, Arizona, California, Connecticut, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Montana, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Vermont, Washington and Wisconsin.

A total of 22 states now have open meeting laws on their books. They are:

Alabama, Arkansas, California, Connecticut, Delaware, Hawaii, Idaho, Illinois, Indiana, Louisiana, Maine, Maryland, Massachusetts, Minnesota, New Mexico, North Dakota, Ohio, Oklahoma, Pennsylvania, Utah, Vermont and Washington.

Since 1946 Sigma Delta Chi has maintained a standing committee instructed to take an active and aggressive lead in the cause of freedom of information and to cooperate with existing groups working for the advancement of freedom of information.

51 Grads Receive Achievement Awards

Continued from page 25

STATE COLLEGE—Anthony C. Taravella; SOUTH DAKOTA STATE COLLEGE—Don Voas.

UNIVERSITY OF SOUTHERN CALIFORNIA—James Bylin; SOUTHERN ILLINOIS UNIVERSITY—Charles Ray Serati; TEMPLE—Ronald E. Silvergold; UNIVERSITY OF TENNESSEE—Duren Chee; UNIVERSITY OF TEXAS—Donald Paul Knoles.

TEXAS A&M—Gayle McNutt; UNIVERSITY OF UTAH—Samuel J. Taylor; WASHINGTON & LEE—Louis Voigt Smith; WASHINGTON STATE UNIVERSITY—Albert L. Watts; WAYNE STATE—Ronald Cantera; UNIVERSITY OF WISCONSIN—Thomas G. Lubenow.

Chapter Activities



NEW YORK—Joseph N. Welch, the Boston lawyer who became nationally known through congressional hearings in Washington, and who is now the "star" of the film "Anatomy of a Murder," was the principal speaker at the Annual Dinner of the Deadline Club of New York at the Hotel Plaza.

Harrison E. Salisbury, of the New York Times, was announced as the winner of the James Wright Brown Award for outstanding achievement in the New York Metropolitan area for his distinguished series on the "shook-up" generation. The citation said in part that Mr. Salisbury's series was written "after painstaking research that included a vast number of interviews with educators, law enforcement officers, social workers, other authorities, and a large number of juvenile gang members." Frank S. Adams, city editor of the New York Times, received the award for Salisbury. From left to right, Howard L. Kany, past president, and founder Eugene C. Pulliam.

Mr. Salisbury "reported comprehensively on how juvenile gangs are now formed, their war councils, rumbles, weapons, cause and what might have been or might be done about them. He did so with extraordinary perspective, integrity, and calmness. Mr. Salisbury's series was an extraordinary example of distinguished and effective social reporting," the citation concluded.

Honorable mentions by the Awards Committee included the following:

George N. Allen, New York World Telegram and Sun, for his "under cover teacher" series on conditions faced by teachers in certain New York schools. James D. Horan, Dom Frasta, and Edward Newman of the New York Journal American for their "Invisible Government" series on the crime syndicate operating in New York and neighboring states. Theo Wilson and colleagues of the New York Daily News for their series exposing frauds and abuses in the Welfare Program.

The communications field was well represented at the dinner as leading newspapers, radio and TV, syndicates, press associations, feature services, magazines, and other organizations reserved tables. The dinner celebrated the founding of Sigma Delta Chi 50 years ago at DePauw University.

With President Kany, of the Columbia Broadcasting System, presiding, others on the program at the speaker's table were Master-of-Ceremonies, Frank Blair, NBC News Commentator; Honorary Assistant Master-of-Ceremonies, comedian Herb Shriner; and Pulliam.

New officers installed for 1959-1960 were John A. Brogan Jr., of King Features, president; William A. Arthur, managing editor of Look Magazine and William C. Payette, assistant general news manager of UPI, vice presidents; William E. Meyer, New York Telephone Co., secre-

tary; Ben Webberman, New York Herald Tribune, editor of the Deadliner; Alan L. Berckman, Olin-Mathieson Chemical Corp., assistant secretary; F. K. (Pete) Arthur Jr., Associated Press, treasurer; Charles Speaks, editorial consultant, assistant treasurer. New members of the Executive Council are Frank Blair, NBC; Tom Mullaney, New York Times; J. Wendell Sether, American Press Magazine; Jesse G. Bell, A. T. & T.

SALT LAKE CITY—Two veteran Salt Lake City newspapermen were honored at a recent luncheon meeting by colleagues in the Utah professional chapter for their long and outstanding service to journalism.

The two, A. W. Ferguson, reporter for the Salt Lake Tribune, and Lesley Goates, editorial writer and columnist for the Deseret News and Salt Lake Telegram, were cited as "Utah newspapermen who have exemplified the highest tenets of journalism."

Art McQuiddy, chapter president, said, "nothing could be more fitting in observance of the 50th anniversary of the founding of Sigma Delta Chi than to pay tribute to two of our chapter's most respected and senior members."

Ferguson began his career with the old Salt Lake Telegram in 1916, and has been a staff writer for the Tribune since 1952. During his 43-year newspaper career he has covered every news beat and type of news story.

Goates, dean of Utah newspaper columnists, was sports editor of the Deseret News for many years and his daily column, "Le's Go," still is a major feature of the paper. He started newspaper work in 1920—some 39 years with the same organization.

Theron Luke, city editor of the Provo, Utah, Herald, outlined highlights of the past 50 years in Utah journalism.



CENTRAL MICHIGAN—Newspaper talk predominated at the speakers table at the first Central Michigan Journalism Awards dinner for high school journalists. James Kilgallen, special writer for the UPI and speaker for the event held in Lansing, held the interest of three chapter members. They are, left to right, W. Lowell Treaster, director of the department of information services at Michigan State University; Kenneth West, managing editor of the Lansing State Journal, and Paul A. Martin, publisher of the State Journal. The Journal was host at the dinner and joint sponsor with Sigma Delta Chi of the awards program.

More than a hundred Central Michigan high school and junior high journalists heard Kilgallen relate experiences to prove that a newspaper career offered a "rich, exciting life with a lot of rewards."

Martin was the host at the dinner honoring 38 individuals and more than 15 high school and junior high newspapers for excellence.

The 256 entries from more than 30 schools in the Central Michigan area had been judged by SDX members in an all-afternoon session under the direction of Professor Elwin McCray of the School of Journalism at Michigan State University.

Hal Fildey, SDX member and State Journal staffer, presided at the dinner. Remarks were made by Martin and by Earl C. Richardson, chapter president and extension editor at Michigan State University. West shared presentation honors with Professor McCray. Treaster was chairman of the SDX high school journalism awards committee.

Several top award winners who admitted plans for careers in other fields indicated they were going to change to journalism after learning of the many opportunities in the field. This was the first time the Central Michigan SDX chapter and the State Journal had feted the top high school journalists and the success was beyond anticipation.



SOUTHERN ILLINOIS—Dr. Werner Imhoof, second from left, accepts from Dr. Howard R. Long, a certificate identifying him as an Elijah P. Lovejoy Lecturer in Journalism at Southern Illinois University. Imhoof, chief United States correspondent for the *Neue Zuercher Zeitung* of Zurich, Switzerland, also spoke at a dinner meeting of the Southern Illinois Professional Chapter. The meeting marked the election of Curtis Small, left, Harrisburg, as chapter president, succeeding Kenneth Mollman, right, Millstadt. Long is chairman of the SIU Department of Journalism and is chapter secretary-treasurer.

AMERICAN UNIVERSITY—SDX's 50th Anniversary was celebrated by American University's undergraduate chapter at a recent banquet.

At the celebration Luther A. Huston, chief of information of the Justice Department, discussed his experiences as a reporter and editor contrasted with his present role of a news disseminator.

The principal speaker, Victor E. Bluedorn, SDX executive director, explained the fraternity's programs and told how the fraternity is striving to promote Talent, Energy and Truth in the field.

John Hightower, diplomatic reporter for the Associated Press in Washington, was also a guest of the chapter.

Huston, a fellow of SDX, told the chapter that "Sigma Delta Chi means a great deal to me because of its purposes and the great men I've met in the fraternity. It's not possible to be associated with a better group of men dedicated to purposes and ideals."

After a 45-year career as a newspaperman, Huston, in 1957, accepted his position at the Justice Department. He is now able to observe reporters from the other side of the desk and sometimes what he sees isn't pleasant, he said.

He added, "the vast bulk of newspapermen are honest, intelligent, dependable and ethical and live up to the standards that SDX has done much to implement . . . nothing can happen that will shake my conviction that journalism is a bulwark for keeping the freedoms we all cherish."

Bluedorn, after sketching the history of SDX, said that "the real significance of the 50th anniversary is that SDX has reached maturity. Today it stands for the purposes, ideals and ethics that help to build a strong profession."



WASHINGTON—The Washington professional chapter of Sigma Delta Chi marked the Golden Jubilee of the fraternity at a formal dinner in the National Press Club. From left to right, Lyle Wilson, vice president of United Press International and General Manager of the Washington Bureau; Eugene Pulliam, Indianapolis and Phoenix publisher—one of the original founders of SDX; Robert W. Richards, 1958-59 president of the Washington chapter, and Hobart Rowen, chapter president for 1959-60. Richards is Washington bureau chief of Copley Press and Rowen is with *Newsweek*.



MILWAUKEE—The first annual journalism scholarship of \$200 offered by the Milwaukee professional chapter of Sigma Delta Chi was won by Frank Aukofer, left, a junior at Marquette University. He received congratulations from Dick Leonard, right, state editor of the Milwaukee Journal and chairman of the Milwaukee chapter's scholarship committee. Looking on were, from left, Ted Carpenter of the Marquette University public relations department; Paul McMahon, travel editor of The Milwaukee Journal and a member of the scholarship committee; and James Meyer, a member of the Milwaukee Journal photography department and the scholarship committee. The scholarship will be awarded annually to a junior student who intends to make journalism his life work. The scholarship will alternate between the University of Wisconsin and Marquette University.

VALLEY OF THE SUN—Orlen Fifer Jr., managing editor of the Arizona Republic, Phoenix, is the new president of the Valley of the Sun Chapter of Sigma Delta Chi. He succeeds Dr. Marvin Alisky of Tempe, head of the mass communications department at Arizona State University.

Other officers are: Arthur Matula, journalism instructor at ASU, vice president; Walter C. Suft Jr., promotion director for Phoenix Newspapers, secretary; and B. J. McFarland, United Press International's Phoenix bureau chief, re-elected treasurer.

About Members

Franklin B. Skeele recently retired after 25 years as news bureau director at the University of Southern California.

E. K. Gaylord, president of the Oklahoma Publishing Company, Oklahoma City, has been awarded the Air Force's highest honor for civilians, in recognition of his work in the interest of national defense. He was presented the "Exceptional Service Award" by Maj. Gen. T. P. Gerrity, Commander of the Oklahoma City Air Materiel Area, in ceremonies at Tinker Air Force Base.

John K. Williams, former Iowa State SDX Chairman, has returned to the Chicago area as radio-TV consultant to B. F. Lindheimer, executive director of Arlington and Washington Park race tracks. Williams recently resigned as news director of KETV, Omaha, Nebraska.

George W. N. Riddle has been appointed vice president in charge of research of the Putnam Publishing company of Chicago. He joined Putnam Publishing company as director of research and development in 1951.

Four SDX members were among 11 newsmen named recently by Harvard University as winners of Nieman Fellowships. **Ralph M. Otwell**, who joined the Chicago Sun-Times in 1953 and has been an assistant city editor since 1956, will study economics and urban problems at Harvard under the fellowship. Others named were **Dominic D. Bonarede**, Miami Herald; **Peter Braestrup**, New York Herald Tribune; and **John G. Samson**, Associated Press, Albuquerque, New Mexico.

Harold J. "Smitty" Schmitz, farm director, station KFEQ-radio and TV, St. Joseph, Missouri, was selected as winner of the First Animal Agriculture Award for farm directors in a contest conducted by the American Feed Manufacturers Association.

Saxon E. Humphreys has been appointed under the Smith-Mundt Act to be a visiting professor of journalism at Lagos City College in Nigeria, and launch the first journalism course in West Africa. He is an associate professor of journalism at Ohio University, Athens, Ohio. Humphreys recently received one of five distinguished alumni citations at the DePaul University commencement.

W. David Webb, formerly a reporter with the Richmond News Leader, has been named assistant public relations manager of the Virginia Hospital and Medical Service Association, Richmond, Virginia.

Joseph Field, director of the Ruder and Finn Field Network, Inc., has been appointed vice president and general manager of the

company, an affiliate of Ruder and Finn, Inc.

William P. Schoentgen has been promoted to the new position of manager of employee communications in the public relations department of Standard Oil Company (Indiana). He has been an advanced writer in the public relations department, and was formerly editor of the monthly employee magazine.

Reed Shafer has been invited to serve a second year on the Agriculture Committee of the Chamber of Commerce of the United States.



Lally

He was editor of the Purdue Agriculturalist in 1914-15.

Edward J. Lally has been appointed editor of American Metal Market. For the past 13 years Lally has covered labor, management and financial news in the steel industry as bureau manager of the Wall Street Journal in Pittsburgh.

Robert Botteroff, executive editor of the Wall Street Journal, won one of the 10 Chicago Newspaper Guild "Stick-O-Type" awards. His accolade cited his leadership in conducting a thorough study of the newspaper field to determine how it can best attract talented newcomers into journalism.

Wayne Gard was awarded the honorary degree of doctor of literature by his alma mater, Illinois College. Gard has been an editorial writer for the Dallas Morning News for the past 26 years. His sixth book, "The Great Buffalo Hunt," will soon be published.

Marvin A. Kobel is now director of public relations for the National Association of Life Underwriters in Washington, D. C.

The New York State Thruway Authority has announced the appointment of **F. William Davidson** as director of public information. He joined the Authority staff in 1953 after resigning from the Albany bureau of the Associated Press, and has been acting director since 1957.

Luther Smith, Jr., formerly executive secretary of the Georgia Foundation for Independent Colleges, is now director of development at Furman University. He will be in charge of the University's alumni, fund-raising and public relations programs.

The University of Texas board of regents named **Dr. DeWitt C. Reddick** director of the School of Journalism, effective September 1. The board also appointed **Frank H. King**, former Associated Press executive, consultant in journalism and communications for 1959-60.

Earl E. Neiberger, editor of the Putnam County Herald, Cookeville, Tennessee, and a member of the Louisville professional chapter, is one of five weekly newspaper editors nominated for the 1959 Elijah Lovejoy Award for courage in journalism. The nominees were announced by Southern Illinois University's department of journalism. Established

four years ago, the annual Lovejoy award honors a weekly newspaper editor selected for courageous editorial service "in the face of economic, political, or social pressures exerted by members of his own community."

The resignation of **Creed C. Black** as executive editor of The Nashville Tennessean and his appointment as vice president and executive editor of the Savannah, Georgia, newspapers, was announced recently.

Willis Thornton has been appointed to head the newly organized Press of Western Reserve University in Cleveland, Ohio. His appointment becomes effective September 1. Thornton has worked as a reporter for the Cleveland Press, city editor for the Washington Daily News, assistant editor of a Sunday magazine, followed by New York bureau manager, feature writer and editorial columnist for the NEA Service.

David E. Botter, assistant managing editor of Look magazine and former Washington newspaper correspondent, will become a professor of journalism at Northwestern University's Medill School of Journalism Sept. 1, **Dean I. W. Cole** announced.

George Allen Westland has been promoted from instructor to assistant professor of journalism at Memphis State University. In addition to teaching classes in news writing, radio news, and high school journalism, Westland will continue to direct the operations of the MSU News Bureau.

Austin Kiplinger has been elected president of Kiplinger Washington Editors, Inc., publishers of the weekly Kiplinger Washington Letter and the monthly Changing Times Magazine. His father, **W. M. Kiplinger**, founder of the 36-year-old firm, has relinquished the presidency and remains chairman of the board of directors.

Charles E. Hippler has been named news director of radio station WSOY, Decatur, Illinois.

The Washington Post announced the appointment of **Kenneth W. Harter** as assistant managing editor. Harter, the newspaper's news editor since 1952, is a graduate of Kansas State, and worked for the New York American and the Journal-American before joining the Washington Times.

Dr. David R. Bowers, a 1957 Reid Foundation Fellow, has been named an assistant professor of journalism at Texas Tech. Professor **Wallace E. Garets**, Tech journalism department head and secretary of the West Texas professional chapter, said Bowers will succeed **Bill J. Whitted**, Tech journalism instructor, who has resigned to



Bowers

work toward a doctorate in journalism at Northwestern University, Evanston, Illinois.

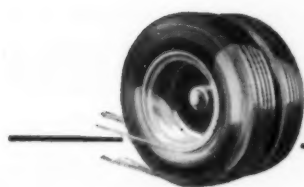


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